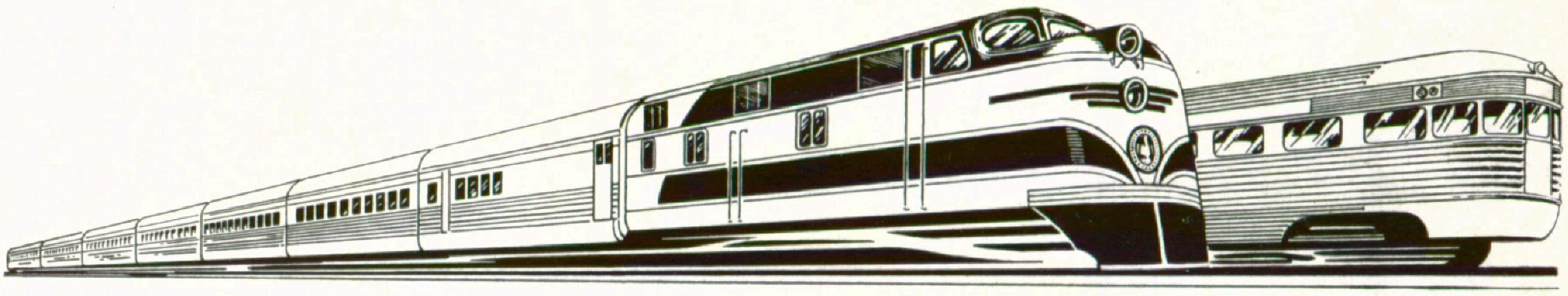
FLORIDA
EAST COAST

Where the Same Sun Shines
on Cottage and Castle

TWO BRAND NEW
STREAMLINED TRAINS



SERVE THE FLORIDA EAST COAST

FEATURES
Of Each Train

◆

Streamlined diesel-electric locomotive, smooth high-speed power.

Seven luxurious, stainless steel, air-conditioned cars, each distinctively furnished and decorated.

Wide, full vision windows, modern, glare-free illumination that can be completely dimmed for rest at night.

Roomy, richly upholstered individual reclining seats designed for greatest comfort. Spacious dressing rooms.

Full-length dining car serving generous meals at popular prices.

Full-length tavern-observation lounge with bar, buffet and radio.

ALL SEATS RESERVED and assigned in advance at no extra charge.

This winter, and continuing throughout the year, the Florida East Coast Railway offers its patrons the Last Word in modern Transportation — Two new, diesel-electric powered, stainless steel, streamlined trains.

One of these trains operates between Jacksonville and Miami, making a round-trip daily The other, combined with two identical Atlantic Coast Line Railroad streamliners, provides unusually fast through daily service between New York and the Florida East Coast.

Incorporating all of the latest features and conveniences these trains are among the most advanced in design and smartest of their type in America. They set a new standard of travel luxury on the East Coast of Florida at no increase in fares.

NEW SPEED
NEW COMFORT
NEW LUXURY
at Lowest Fares

FLORIDA EAST COAST RAILWAY

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PRINTED IN U.S.A.

The delights of sun, sand and surf at Miami Beach are available the year around.

The subtropical atmosphere and beauty of the Florida East Coast only a day's journey away.

Land of Palms, Sunshine and Blue Waters

Nature has richly endowed the East Coast of Florida as an alluring place in which to spend a vacation or to reside—a land where the advantages of climate and location afford greater comfort and living enjoyment the year around.

Graceful palms, brilliant flowers, golden beaches and blue lagoons lend it a unique tropical fascination, the beauty of vegetation that is always colorful and green. In winter trade winds whisper through its palms, bringing the soft springlike warmth of the Gulf Stream. In summer, refreshing breezes from the sea stir the languid air of its sunny days and make the nights delightfully cool. Bathed in its warm, almost constant sunshine, you can golf, fish, lounge in the open air, or acquire a healthy tan on its palm-fringed beaches, oblivious to time and the seasons.

Piercing the azure blue waters of the South Atlantic, that part of the Florida peninsula known as the East Coast embraces 400 miles of verdant ocean shore, indented by an almost continuous chain of bays and sparkling lagoons. On the east of these inland waters lie elongated emerald islands and narrow peninsulas where a gentle surf foams upon

ALONG THE GULF STREAM
FLORIDA EAST COAST RY.
FLORIDA
GULF STREAM
ATLANTIC OCEAN

great expanses of ocean beach. To the west of these bays and rivers, which with connecting canals form a continuous inland waterway, the mainland spreads its tapestry of green. Here and there along the coast in settings of tropical enchantment populous cities, gay resorts, numerous smaller towns and cottage colonies add to this natural Paradise all of the comforts, conveniences and cultural refinements of modern life.

Not by chance has the East Coast become the most popular vacation and residential section of Florida. It possesses obvious natural advantages. Proximity to the ocean and Gulf Stream give it an unusually mild, healthful climate. The sea and wealth of inland waters likewise enhance its beauty and recreational appeal. In addition to the attractions of inland localities, here hundreds of miles of picturesque shore border shimmering bays, lagoon and sea, where coconut, royal and other varieties of palms weave a spell of South Sea Isle enchantment. Only on the East Coast of Florida are found those marvelous ocean beaches so ideal for sun and surf-bathing at all seasons. Besides inland forms of recreation, excellent fishing, boating and yachting are available everywhere on the Florida East Coast all the year.

Up from the tropics that remarkable ocean current, the Gulf Stream, languidly flows a short distance off the Florida East Coast which consequently receives the full benefit of its moderating effect. Standing on the ocean front at Palm Beach or Miami, you

Healthful days of sunshine beside the azure sea.
S.S. CABAÑA SUN CLUB
RONEY PLAZA

Yachting on one of the countless blue lagoons along the East Coast of Florida.

can readily recognize the deep indigo hue of its waters. Southeast trade winds, washed by their long journey across the open sea, untainted by contact with other lands, constantly supply pure, invigorating air such as a city dweller can never know. Due to the purity of the atmosphere, even the sunshine in which you can bathe day after day possesses therapeutic properties. These and other natural conditions produce an unusually healthful environment from which both young and old may benefit.

Thousands of people possessing means sufficient to search the world over for the ideal spot, have established homes on the East Coast of Florida. Hundreds of thousands visit it annually to benefit from rejuvenating vacations. Although it has long been known as THE American Riviera, fashionable rendezvous of wealth and society, its advantages have even a stronger appeal for those of moderate circumstances. Almost no expense for winter fuel, fewer doctor bills, less heavy clothing to buy, an abundance of locally grown fruits and vegetables reasonable in price, and similar economies involving no sacrifice in comfort or pleasure, tend to substantially reduce the living budget. Many people have been delighted to find that in reality it costs no more to spend a winter on the East Coast of Florida than it does to remain at home under far less favorable conditions.

Recreation for Young and Old

All, except essentially winter sports requiring ice and snow, may be enjoyed on the East Coast of Florida the year around. The very name, Florida East Coast, is synonymous with wholesome outdoor life in settings tropically unique. There is always a tireless variety of things to do for those who indulge in active sports or merely like to witness them. Many of these forms of health promoting recreation such as sun and surf-bathing, some types of fishing, shuffleboard and similar pastimes involve practically no expense.

GOLF: In the territory embraced by the East Coast of Florida, golf enthusiasts will find 40 excellent courses on which the fairways are always green. Some are municipal courses on which the fees are very moderate. Leading professional and amateur golfers compete in the many tournaments held on the East Coast of Florida each season, providing an opportunity to see champions in action.

TENNIS: Public courts are provided by all communities of any size, in addition to those available at private clubs and principal hotels. Tennis, too, may be played throughout the year in perfect comfort, and tournaments are a frequent feature at the larger places.

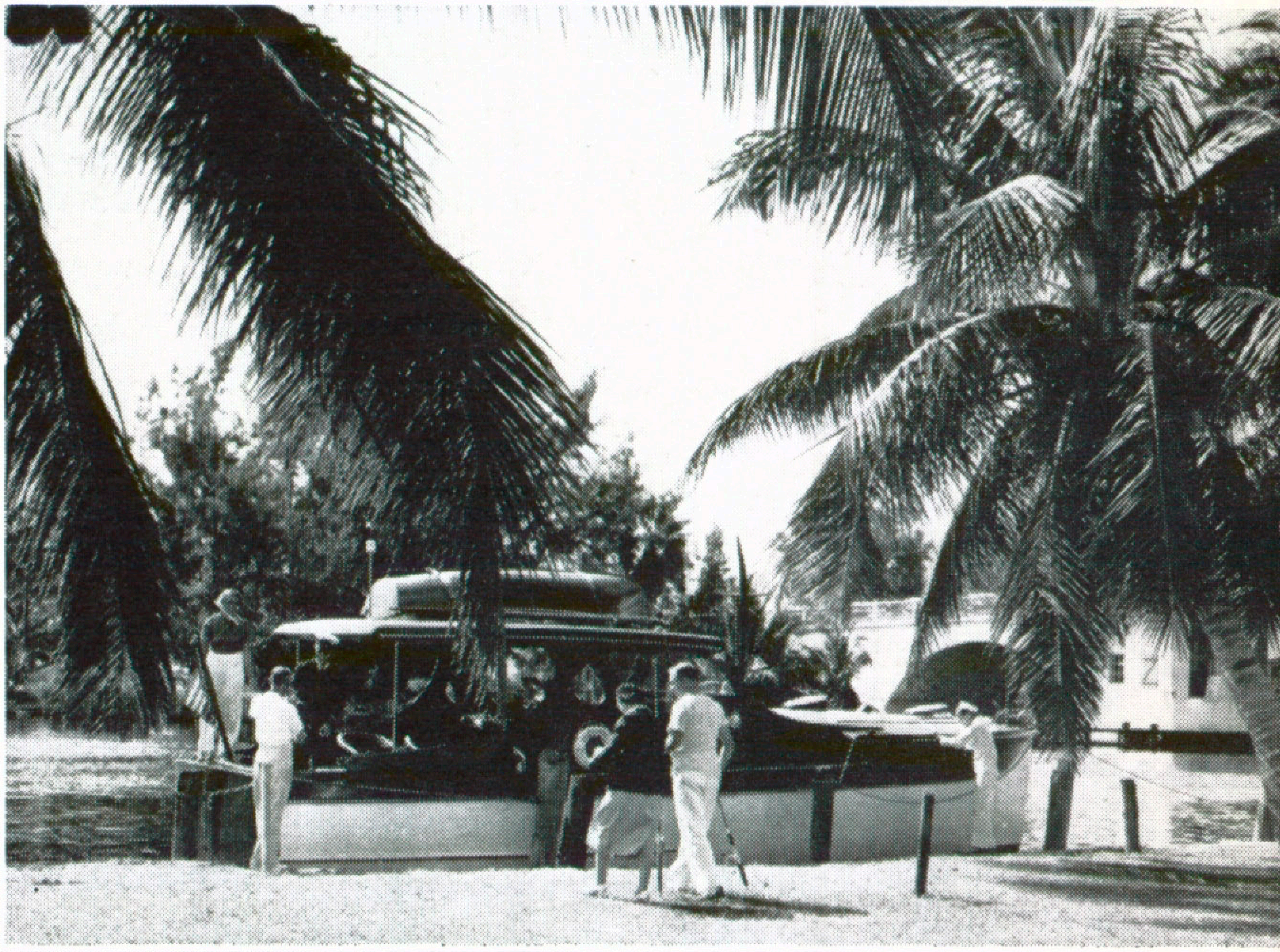
BEACHES: Everywhere on the East Coast of Florida are nearby, marvelous beaches of clean white sand washed by the gentle surf of the South Atlantic. They rank among the finest in the world for all around healthful enjoyment. Their gradual slope into the water and the gentle surf make them safe for children, for the novice as well as experienced swimmer.

FISHING: The entire East Coast of Florida is noted as an "Angler's Paradise." At many points commercial fishing provides an important industry. In addition to the thrills of big-game fishing in the Gulf Stream off shore for sailfish, and other leaping fighters of the deep, the surf, rivers, innumerable bridges, docks and piers yield excellent catches at all seasons. Complete information on this sport may be obtained at the Florida East Coast Railway-Atlantic Coast Line Fishing and Hunting Information Bureau located at 16 East 44th Street, New York, N. Y.

RECREATION PARKS: Most of the Florida East Coast communities now maintain extensive recreation parks for homefolks and visitors. Here facilities are provided for shuffleboard, lawn bowling and similar pastimes. Some are free, others available at a small membership fee.

RACING: Under legalized pari-mutuel system, horse-racing of a high calibre may be witnessed at Miami's beautiful Hialeah and Tropical Parks each winter, December to April. Greyhound racing tracks are operated in and around the larger cities.

YACHTING: The East Coast of Florida abounds in fine protected yachting and sailing waters. A continuous inland waterway extends from Jacksonville down to and beyond Miami. All of the communities maintain docks and special facilities where pleasure craft of all kinds may be moored and serviced.



De luxe, air-conditioned coaches such as this on Florida East Coast Railway trains provide every travel comfort at the lowest fares.

Easily and Inexpensively Reached

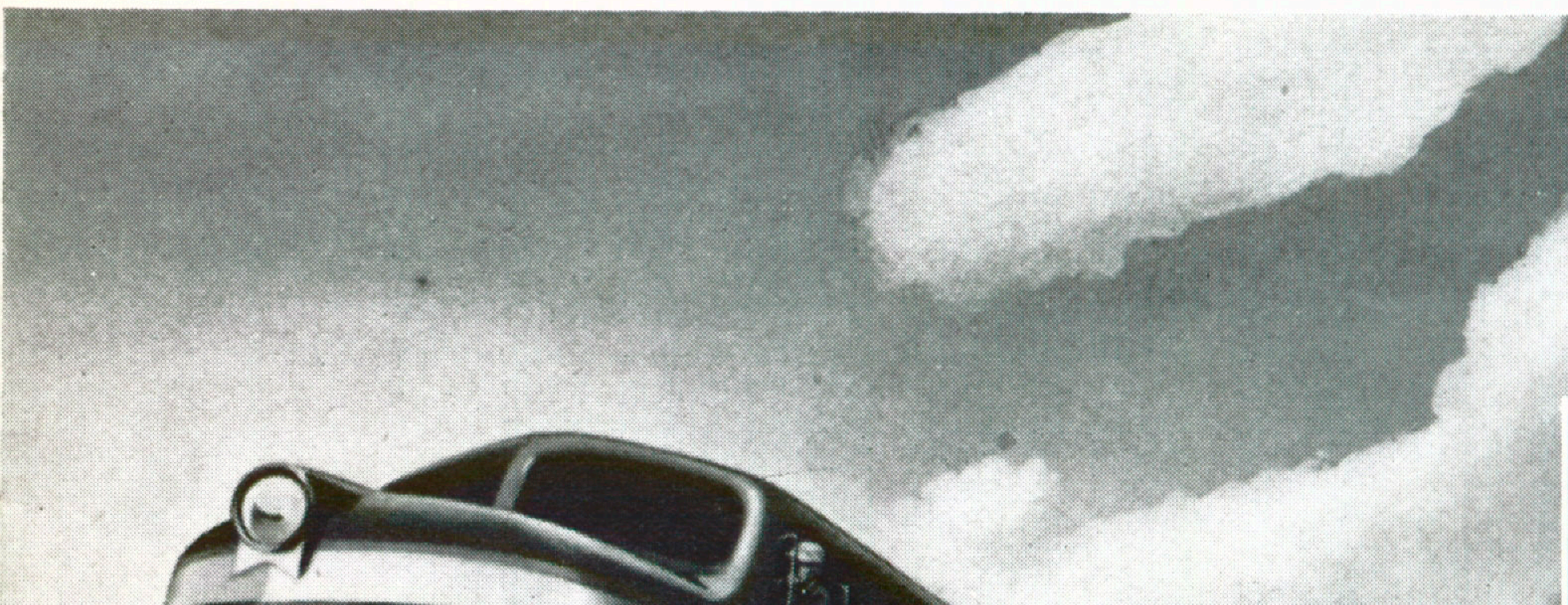
While winter enfolds the more northern localities in its frigid grip, down on the East Coast of Florida, only a short journey away by fast through trains, a warm sun is shining, palms are swaying, flowers are blooming, beaches on tropical isles are beckoning, people in light clothing are strolling amid green lawns or enjoying the freedom of verandas. Here you can make your dream of tomorrow come true. Affording as it does such a complete transformation in seasons and environment, one of the most surprising things about this coast is the little time it takes to get there. Because of its comparative proximity and immense volume of travel, the East Coast of Florida enjoys exceptionally fast through train service.

From most sections of the North, East and Central West, you can board a train today and on the morrow step forth as in a dream into this thrilling new world of springlike warmth and beauty. The trip itself involves so little time and expense, that you can readily afford to visit the Florida East Coast even for a brief vacation. Then, too, another advantage is that here you will be conveniently near home or business in case of an emergency.

Jacksonville, Florida, northern gateway to this coast, lies only 19 hours from New York, 24 hours from Chicago, by fast luxurious air-conditioned trains. In speed, safety, comfort and all-around convenience, train travel ranks far superior to other modes of transportation. The same journey by highway takes three to five days at best with all the hazards, uncertainties and fatigue of traveling long distances by motor. The train trip is days shorter, safe, restful and, all items considered, no more expensive.

For those desiring to use their own car after they reach their destination on the Florida East Coast, the railroads now offer a convenient arrangement. Purchasers of two or more Pullman, or three or more coach tickets, may ship their automobile in fast freight service to the same destination at the cost of only one extra one-way ticket at 4 cents per mile. This service is proving very popular and thousands of cars are thus shipped annually to and from points on the Florida East Coast Railway.

Within recent years the railroads have made substantial reductions in their fares to Florida so that now in addition to requiring less time, the trip is surprisingly low in cost. Today the journey may be made most comfortably in De Luxe air-conditioned coaches on the fastest trains for only a very nominal sum. Fares for travel in Pullman cars range slightly higher, but are quite economical on a round-trip basis, considering the added luxury of accommodations.



One of the four new diesel-electric powered, stainless steel streamlined trains that serve the East Coast of Florida this winter.

SOUTHERN RAILWAY SYSTEM (G. S. & F.)
ATLANTIC COAST LINE
FLORIDA EAST COAST RAILWAY
FLAGLER SYSTEM
Fernandina
Mayport
Atlantic Beach
Jacksonville Beach
Ponte Vedra
Jacksonville
South Jacksonville
Bowden
Bayard
Elkton
Hastings
East Palatka
St. Augustine
Marineland
Lake City
Gainesville
Palatka
San Mateo
St. Johns River
Bunnell
National Gardens
Ormond
Daytona Beach
Port Orange
New Smyrna Beach
Oak Hill
Ocala
DeLand
Benson Junction
Maytown
Sanford
Orlando
Chuluota
Bithlo
Kissimmee
Haines City
Wewahotee
Brooksville
Dade City
Tarpon Springs
Lakeland
Plant City
Bartow
Tampa
Port Tampa
St. Petersburg
Bradenton
Sarasota
Titusville
Indian River City
Frontenac
City Point
Cocoa-Rockledge
Eau Gallie
Melbourne
Tohopkee
Kenansville
Lokosee
Hilolo
Opal
Sebring
Arcadia
Punta Gorda
Fort Myers
Naples
Collier City
Okeechobee
Lake Okeechobee
Canal Point
Lake Harbor
Sebastian
Wabasso
Vero Beach
Fort Pierce
Jensen
Stuart
Port Sewall
Salerno
Hobe Sound
Jupiter
West Palm Beach
Palm Beach
Lake Worth
Boynton
Delray Beach
Boca Raton
Deerfield Beach
Pompano
Fort Lauderdale
Dania
Hollywood
Port Everglades
Hialeah
Coral Gables
Coconut Grove
Miami
Miami Beach
Homestead
Florida City
EVERGLADES NATIONAL PARK PROJECT
F L O R I D A
GULF STREAM
ATLANTIC OCEAN
Bimini
Bahama Islands
PAN AMERICAN AIRWAYS TO NASSAU
N
S
PENINSULAR & OCCIDENTAL S. S. CO.
OVER-SEA HIGHWAY
MOTOR LINES
Marathon
Pirates Cove
Key West
FLORIDA
PAN AMERICAN AIRWAYS MIAMI-HAVANA
PENINSULAR & OCCIDENTAL S. S. CO.
F.E.C. CAR FERRY
PAN AMERICAN AIRWAYS TO WEST INDIES CENTRAL AND SOUTH AMERICA
CUBA
Havana

One Railroad Serves the Entire Coast

All of the cities and resorts on the East Coast of Florida are conveniently located on the modern double track main line of the Florida East Coast Railway. Few areas possess such excellent transportation facilities. Even the smaller towns have the convenience of being reached by through main line trains rather than over a single track branch line.

The Florida East Coast Railway follows a direct route down the ocean shore, skirting many of its bays, rivers and sparkling lagoons. This is by 60 miles the shorter rail route between Jacksonville and Miami. With this tremendous advantage of being the only double track route through the state, frequent trains can be operated at high speed with restful ease and safety. In planning your trip it is also well to remember that Only the Florida East Coast Railway serves historic old St. Augustine, Ormond and Daytona Beach, passing through the groves of golden citrus fruit and many pretty towns along the Indian River, sections which everyone who visits Florida desires to see.

Over the double-track Atlantic Coast Line and Florida East Coast Railway, fast through air-conditioned trains having de luxe coaches, as well as Pullmans are available the year around to this Florida shore, from Washington, New York and the East. From Chicago and the Central West, through trains and Pullmans are operated during the winter season, December to mid-April. At other times the Florida East Coast Railway makes convenient connection within the Jacksonville Union Station with all trains from and to the Middle West. All Florida East Coast Railway trains are now completely air-conditioned both winter and summer, affording the utmost in comfort and travel refinement.

The Florida East Coast Railway has further improved its service by placing in daily operation brand new ultra-modern diesel-electric powered, stainless steel, streamlined trains, the last word in speed, luxury and travel economy. One Florida East Coast streamliner makes daily connection at Jacksonville with all morning arrivals from Chicago and the Central West. The other, combined with two Atlantic Coast Line trains of identical type, provides daily streamlined ultra-modern service at low coach fares between New York and Miami on a schedule faster than ever before offered. These trains remain in operation the year around.

Along the oceanfront at Miami Beach.

Your Choice of Many Attractive Places

One of the pleasing features about the East Coast of Florida is that it consists of not one but a large number of communities. These offer a desirable latitude of selection as to size, character and even slight climatic variation. You have your choice of larger cities and resorts with their crowds, gayety and varied amusements, and many smaller towns where life is quieter and somewhat less expensive. Whether you seek renewed health, relaxation or activity, society or seclusion, or an opportunity to follow some favorite sport or hobby, you are quite sure to find an attractive place on the East Coast of Florida well suited to your individual requirements. Within each locality exists an abundance of accommodations—hotels, furnished apartments, rooms and cottages at varying price ranges. You can live as luxuriously or frugally as your tastes and means may dictate. The same friendly sun shines on cottage and castle.

In a general way the East Coast of Florida may be divided into three principal zones or sections, in each of which climate, vegetation and other characteristics vary to a slight degree. In the northern section, Jacksonville to and including New Smyrna

The magnificent Breakers Hotel facing the sea at Palm Beach.

Playing shuffleboard at Vero Beach, one of the comfortable Indian River towns.

Metropolitan, subtropical Miami.

Beach, occasional cool days and frosty mornings occur each winter, and temperatures average a few degrees lower than farther south. On this portion of the coast are found those remarkable ocean beaches on which cars may be driven as readily as on a cement highway. Washingtonian, date, and other variety of palms flourish, but the climate is not tropical enough for the tender coconut and royal palm. Many prefer the more invigorating qualities of this northern section which, due to its fine beaches and cool sea breezes, is becoming popular in summer as well as winter.

The coast from New Smyrna Beach south, to and including Fort Pierce, embraces the hundred-mile-long Indian River, a famed citrus producing region with thousands of beautiful groves of orange and grapefruit trees. Here the winters are several degrees warmer, coconut and royal palm begin to appear, growing more numerous the farther south one goes.

From Stuart down, the coast becomes more subtropical due to the influence of the Gulf Stream which flows but a few miles off these southern shores. Bathing may be enjoyed all winter long in the warm gentle surf. Coconut, royal palms, the flaming royal poinciana and other distinctly subtropical trees grow luxuriantly. Although the winters here are exceptionally mild, the summers are also moderate and comfortable due to the cooling effect of constant trade winds.

Down a Fascinating Shore

JACKSONVILLE, northern gateway to the Florida East Coast, lies less than a day's journey by train from most Northern and Mid-Western cities. All of the railroads serving Florida, including the Florida East Coast Railway, use the same Jacksonville Union Station, making travel through this gateway most convenient. In many cases it is not necessary to change trains here for points on the East Coast of Florida, as many of them are operated on down the Florida East Coast Railway to Miami.

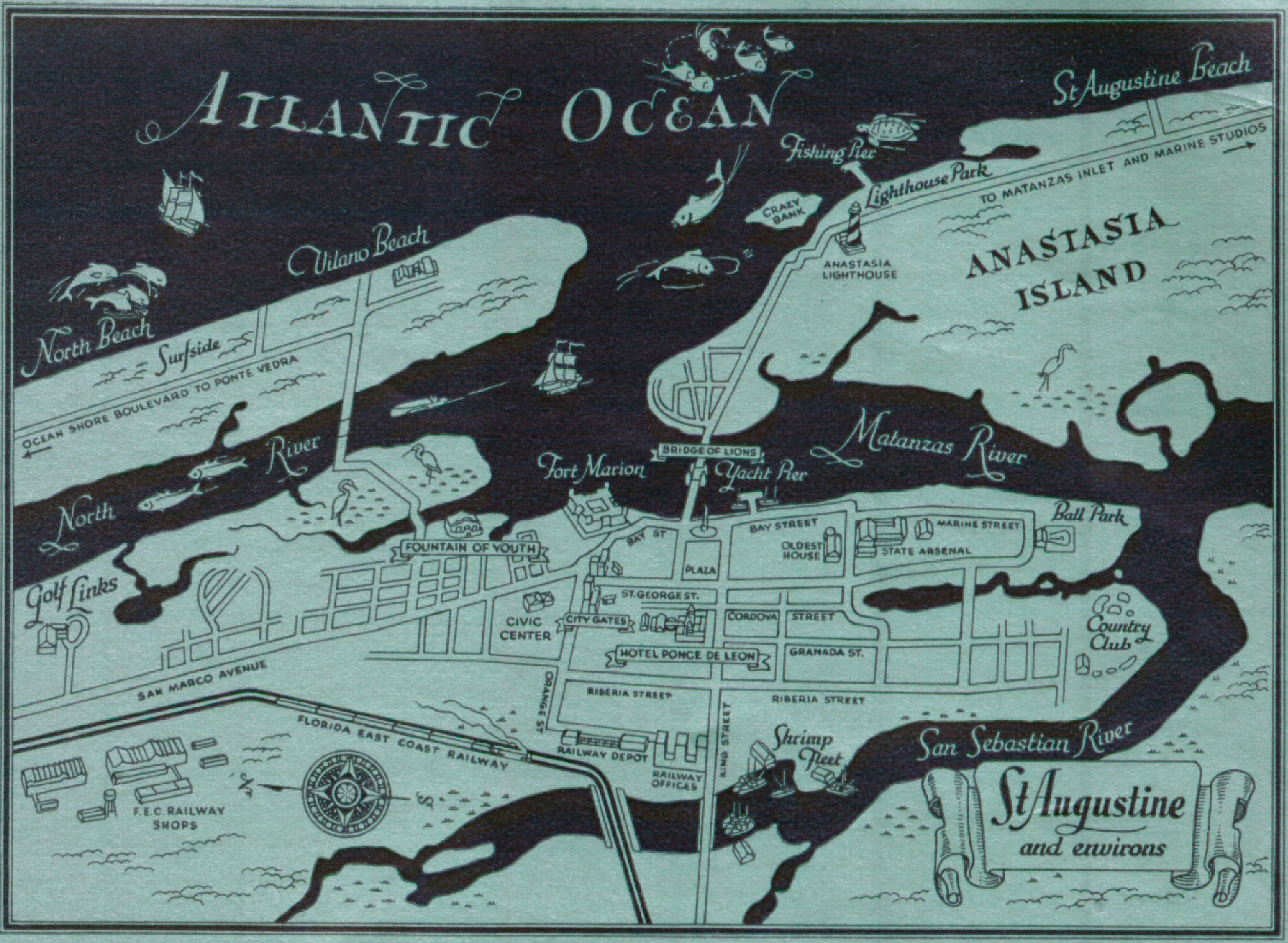
Located 20 miles up the navigable St. Johns River, Jacksonville has a population of over 160,000 and is Florida's leading railroad and distributing center. Just after leaving the Union Station, Florida East Coast Railway trains cross the wide St. Johns on a massive double-track steel bridge, revealing a fine view of the river and the city's waterfront.

Although primarily a thriving business center, Jacksonville possesses many residential and recreational advantages including a large number of excellent hotels, fine parks, golf courses, yacht clubs and beautiful residential sections. It is only a short drive to the seashore resorts of Ponte Vedra, Jacksonville and Atlantic Beach with their cottage colonies, hotels, surf-bathing and varied amusements. Good fishing is to be found up the St. Johns River and off the mouth of the river near Mayport.

PONTE VEDRA, a select year around seashore resort, is located midway between Jacksonville and St. Augustine and may be conveniently reached from either of these points. It comprises one of America's six best golf courses, on which the tournaments of national note are played, a club house, large seaside swimming pool, splendid beach and cabanas. Excellent accommodations are provided by its club hotel and large colony of modern cottages and homes. Its restful surroundings and complete facilities for recreation are attracting a growing number of summer and winter patrons.

The Ponte Vedra Country Club seaside pool.

Looking across the St. Johns River toward Jacksonville.


Atlantic Ocean
St Augustine Beach
Fishing Pier
Lighthouse Park
To Matanzas Inlet and Marine Studios
Crazy Bank
Anastasia Lighthouse
Anastasia Island
Vilano Beach
North Beach
Surfside
Ocean Shore Boulevard to Ponte Vedra
North River
Matanzas River
Bridge of Lions
Fort Marion
Yacht Pier
Fountain of Youth
Bay St
Bay Street
Oldest House
Marine Street
State Arsenal
Ball Park
Plaza
St. George St.
Cordova Street
Granada St.
City Gates
Civic Center
Hotel Ponce de Leon
Golf Links
Country Club
San Marco Avenue
Orange St
Riberia Street
Riberia Street
King Street
Florida East Coast Railway
Railway Depot
Railway Offices
Shrimp Fleet
San Sebastian River
F.E.C. Railway Shops
St Augustine and environs

ST. AUGUSTINE — Only when your ticket is routed via the Florida East Coast Railway will you have the privilege of stopping off at St. Augustine, Oldest City in the United States, and one of our outstanding points of interest. A short time after leaving Jacksonville your train pulls into this quaint old city so rich in association with the storied past.

Founded by the Spaniards in 1565, forty-two years before the first English settlement at Jamestown, fifty-five long years before the Pilgrims landed in New England, St. Augustine had been in existence two centuries even when the Revolutionary War began. Despite the inroads of time and modernization, many striking evidences of its antiquity and colorful history have survived.

The medieval moat-surrounded fort called by the Spaniards "Castillo de San Marco" still frowns upon the bay as it did in days of yore. Nearby, guarding the entrance to St. George Street, stands the picturesque old city gateway, relic of former walled defenses. Laid out in the Spanish manner the city has a large central square or Plaza opening on the bay. From this, lead quaint narrow streets along which, here and there, bits of old garden wall and an overhanging balcony lend distinctive Old World charm. Beyond this original and older section of the city spread the newer residential districts.

One of St. Augustine's quaint, narrow Old World Streets.

The Old City is rich in Spanish architecture.

On the sands of St. Augustine's delightful beaches.

Diver feeding a porpoise at Marine Studios.

Besides its ancient fort, gateway and narrow streets, St. Augustine has many other points of interest and historical significance. Quaint horse-drawn carriages are one of the favorite modes of sightseeing.

Supplementing its historic background, St. Augustine possesses the resort and residential advantages of a delightful seaside location. The city itself faces Matanzas Bay, across which bridges lead to excellent nearby beaches, with their rapidly developing cottage colonies.

There are two golf courses at St. Augustine, an 18-hole course operated by the Flagler Hotels, and a 9-hole municipal course. A civic recreation center provides shuffleboard courts, tennis and other amusements. The surrounding waters afford first-class fishing and yachting.

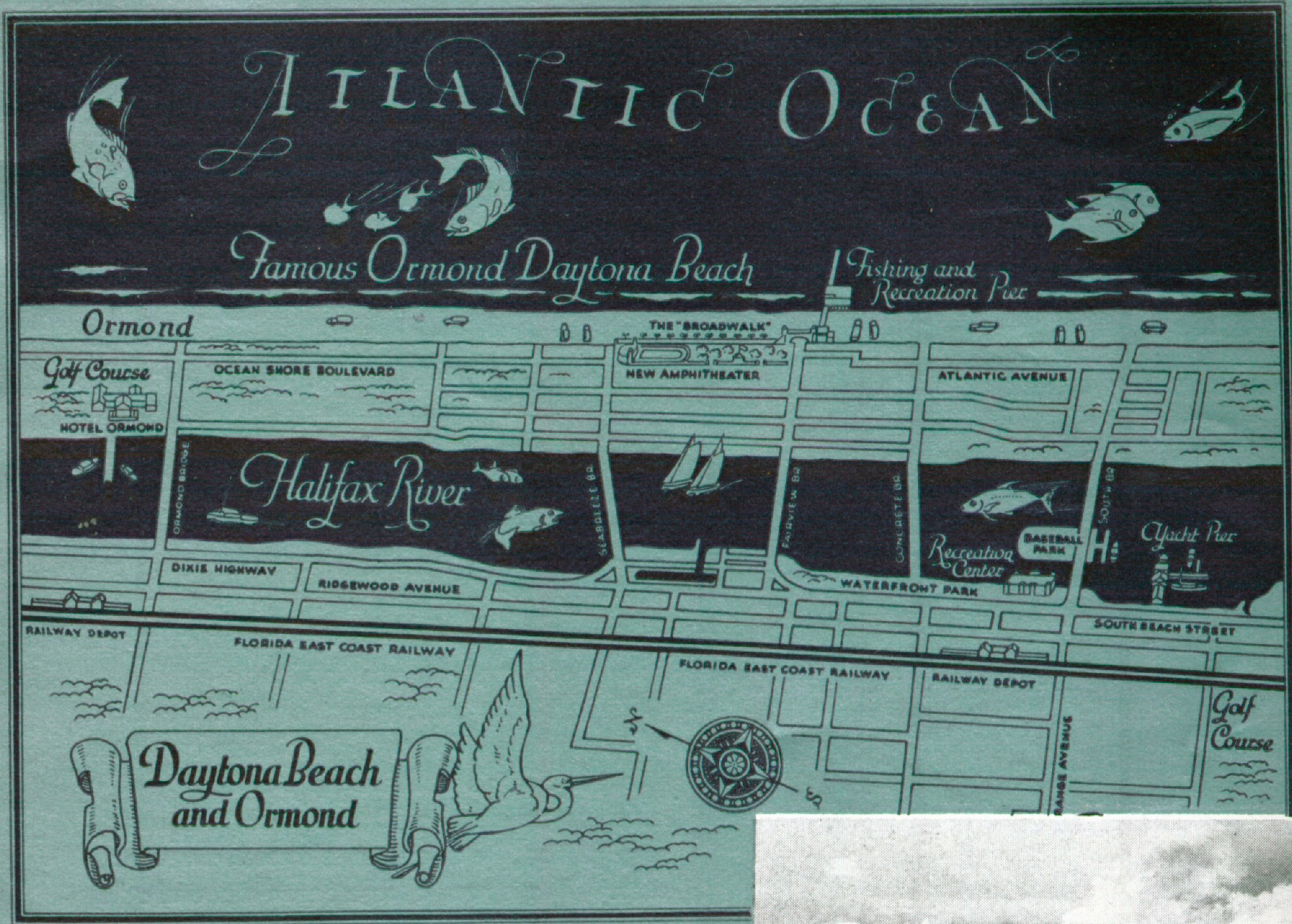
Foremost among St. Augustine's hotels is the magnificent Ponce de Leon (opening during the winter only) occupying spacious grounds at one end of the Plaza. Many other good hotels, restaurants and tea rooms cater to St. Augustine's constant year-around influx of visitors. As a center of the shrimp fishing industry, the city is famed for its delicious seafoods and other distinctive dishes of Spanish colonial origin.

The climate of St. Augustine and vicinity affords comfort all the year. In addition to its winter visitors many summer vacationists come here to enjoy the wonderful beaches, surf-bathing, fishing and cooling sea breezes.

MARINE STUDIOS, MARINELAND — On the Ocean Shore Boulevard, 18 miles south of St. Augustine, is the World's only Oceanarium and specially designed underwater motion picture studio. Through more than 200 large portholes, placed at strategic levels in the sides and bottoms of the Oceanariums, visitors may observe the most amazing collection of live marine life ever assembled. Huge porpoises, sharks, Jewfish, rays, turtles, and other fish, may be seen and photographed. These unusual specimens are living under conditions duplicated nowhere else in the entire world.

Marine Studios is open to the public daily from 8:30 A. M. until sunset. In addition to Marine Studios, there is the Marine Village Court and Dolphin Restaurant and Bar offering complete accommodations to the tourist.

Marineland may be reached by the Florida East Coast Railway to St. Augustine, thence by motor car and bus service.


Atlantic Ocean
Famous Ormond Daytona Beach
Fishing and Recreation Pier
Ormond
THE "BROADWALK"
Golf Course
OCEAN SHORE BOULEVARD
NEW AMPHITHEATER
ATLANTIC AVENUE
HOTEL ORMOND
Halifax River
ORMOND BRIDGE
SEABREEZE BR.
FAIRVIEW BR.
CONCRETE BR.
SOUTH BR.
Recreation Center
BASEBALL PARK
Yacht Pier
DIXIE HIGHWAY
RIDGEWOOD AVENUE
WATERFRONT PARK
RAILWAY DEPOT
FLORIDA EAST COAST RAILWAY
SOUTH BEACH STREET
FLORIDA EAST COAST RAILWAY
RAILWAY DEPOT
ORANGE AVENUE
Golf Course
N
S
Daytona Beach and Ormond

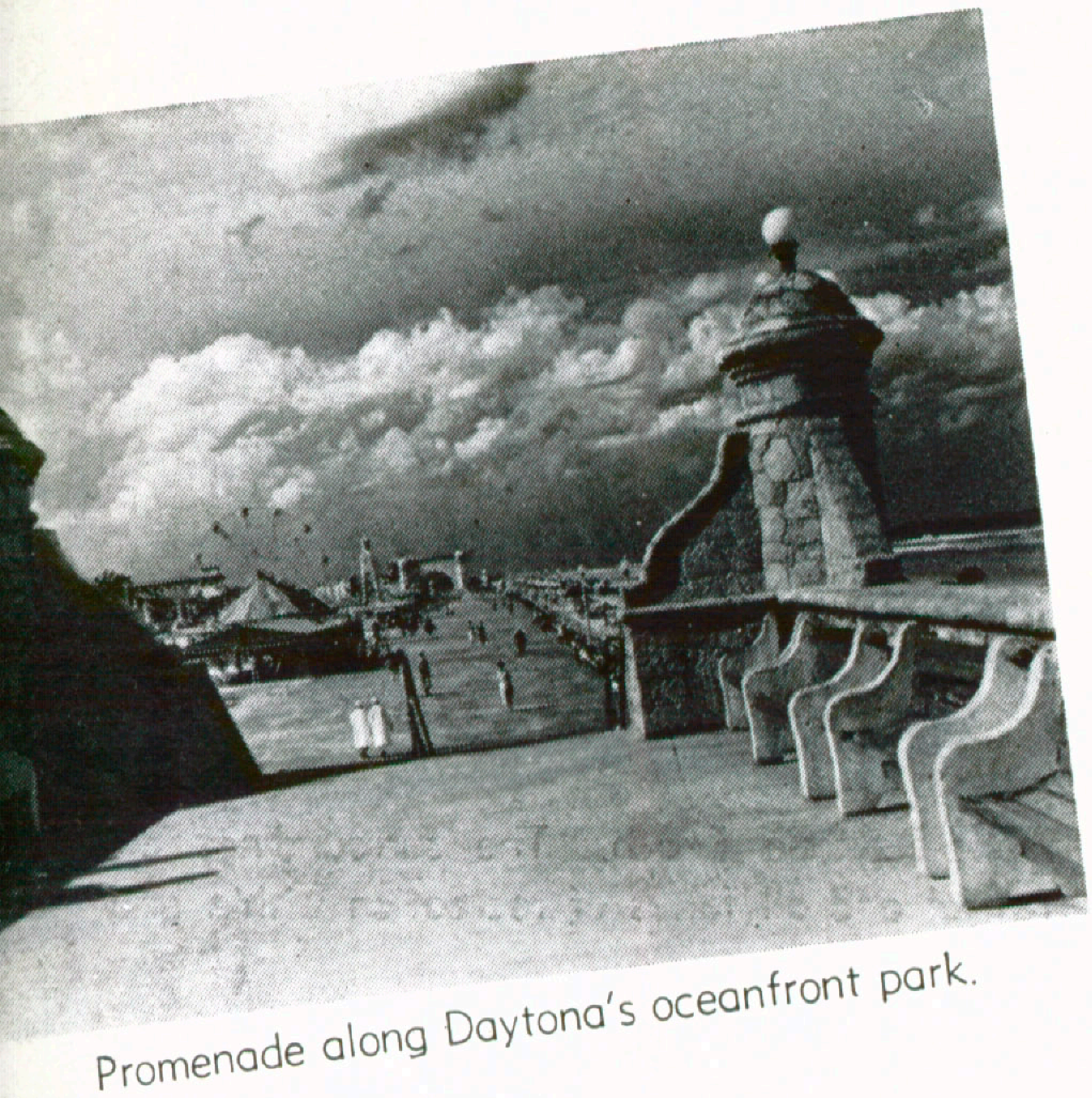
ORMOND BEACH—Ideally located between the Halifax River and ocean fifty-five miles south of St. Augustine, has long been a popular cottage and resort colony surrounding Hotel Ormond. Just back from this ocean shore extends a rolling seaside golf course. Riding is a popular sport at Ormond over the beautiful trails threading the groves of moss-hung live oaks and magnolia in which the vicinity abounds. With spacious grounds, putting greens, tennis courts and broad verandas, Hotel Ormond, one of the distinguished Flagler System establishments, faces the Halifax River, while less than a quarter mile to the east the gentle surf of the Atlantic breaks on a portion of the famed Ormond-Daytona Beach. The surroundings are restful and all forms of recreation within easy access.

Famed Ormond-Daytona Beach at low tide.

A shaded bridle path near Ormond.

DAYTONA BEACH, just south of Ormond, is a pleasant residential and resort city of 25,000 population. Mention of this city immediately brings to mind its marvelous beach, a 23-mile stretch of clean, white sand, smooth and firm as a cement highway, and over 200 feet wide at low tide. It literally is unequalled throughout the world. Ideal for surf-bathing, beach sports and the novelty of motoring at the ocean's edge, the beach is also famous as a natural speedway where most of the world's multi-hundred-mile-an-hour speed records have been established and automobile and motorcycle races are frequently held.

Daytona's seaside pleasures appeal to many.



Promenade along Daytona's oceanfront park.

Ruins of old Spanish mission near New Smyrna Beach.

The Halifax River separates Daytona Beach into a mainland and peninsular sections. A riverfront park on the mainland occupies the eastern half of the city's main business street, giving an unusual atmosphere to the downtown business area. Cool, shady, residential streets abound all over the city, and particularly on the mainland where large moss-hung oaks, magnolias and palms line the streets and parkages, lending a restful beauty.

Four bridges across the Halifax connect the mainland part of the city with a highly developed business and residential section lying between the river and the ocean. Facing the mighty Atlantic ocean are miles of cottages, homes, apartment houses and hotels.

Three blocks of the oceanfront in the heart of the peninsular section have been converted into the South's outstanding play spot with a concrete promenade 50 feet wide, the world's largest bandshell, and a planned amusement area. This is near a large ocean pier and other amusement enterprises.

Both mainland and beach sections offer a number of good hotels and other accommodations in a wide price range. Public entertainment and recreation facilities are provided by the city, and include free band concerts, scores of shuffleboard and bowling courts, meeting places for tourists, the famous Florida Open Forum, and Civic Music Association cultural programs at the city auditorium.

Naturally, there are good golf courses, a yacht club, and excellent boat yards.

NEW SMYRNA BEACH, population 5,000, 105 miles south of Jacksonville, is located on the banks of the North Indian River. Its origin dates back to the English period of occupation in Florida when a colony was established here in 1767 for the growing of indigo and sugar. Like Daytona, New Smyrna Beach has residential streets beautifully shaded by giant moss-hung oaks and other foliage. Its recreational facilities include a golf course, shuffleboard and tennis courts, yacht club and good fishing waters. Bridges lead from the mainland to delightful beaches with their surf-bathing, hotels, cottages and amusements.

From New Smyrna Beach a branch line of the Florida East Coast Railway penetrates inland to Lake Okeechobee and around the east shore of this largest of fresh-water lakes, tapping a very rich vegetable and sugar producing region.

On the lawn of an Indian River hotel.

Along the Indian River

South of Daytona Beach, from New Smyrna Beach to Stuart, the Florida East Coast Railway follows the mainland shore of the Indian River, a salt water lagoon, miles wide in some places, narrow in others, and 150 miles in length. Here your train speeds through grove after grove of golden fruit as this is a famous citrus producing belt.

A series of comfortable towns are strung along the mainland side of the Indian River, which on the east is separated from the sea by a chain of narrow islands. Bridges and causeways across this shallow lagoon connect these towns with their adjacent islands and beaches. Due to certain soil and climatic conditions the oranges and grapefruit produced along this river have an excellence of texture and flavor that has made the name "Indian River" fruit indicative of superior quality.

The Indian River towns share in common many residential and recreational advantages—fine boating, fishing, adjacent and easily reached beaches, a mild climate and settings of tropical beauty. Accommodations comprise well-equipped hotels, boarding houses and cottages. With good schools and all modern civic improvements they are comfortable, wholesome places in which to live.

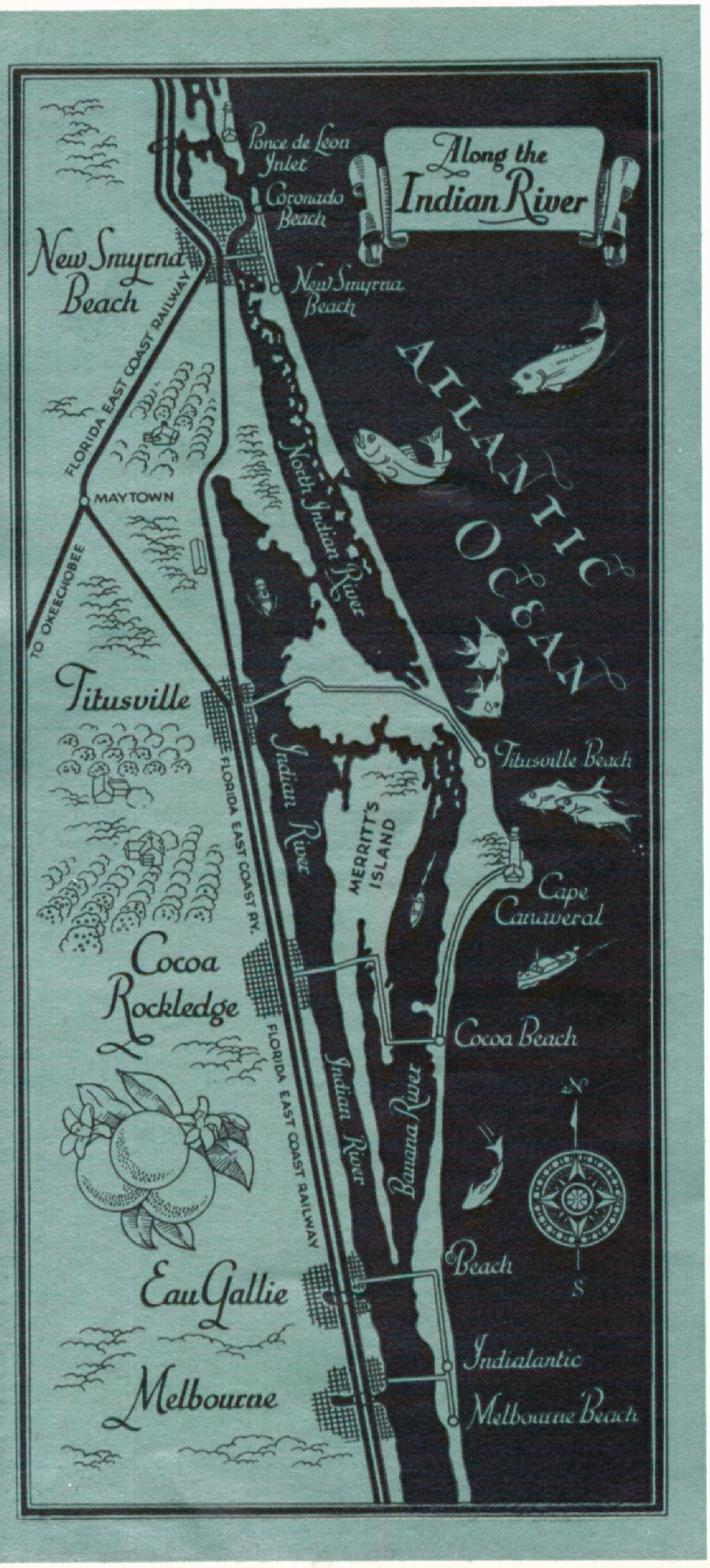
TITUSVILLE, population 2,500, county seat of Brevard County, lies 29 miles south of New Smyrna Beach. Like other towns in this section it fronts on the Indian River, across which a bridge links it with the beach. Quantities of fish are caught in this vicinity, also fruit and vegetables are shipped from its packing houses.

A new recreation park has recently been added to its facilities for amusement, which include fishing, bathing, duck hunting in season, and boating.

Titusville is widely known for the excellence of its city water, fine year around climate, splendid schools and moderate living costs.

An Indian River sunrise silhouettes the palms.

Inspecting the golden harvest in a grove near Cocoa.


Along the Indian River
Ponce de Leon Inlet
Coronado Beach
New Smyrna Beach
New Smyrna Beach
FLORIDA EAST COAST RAILWAY
MAYTOWN
TO OKEECHOBEE
ATLANTIC OCEAN
North Indian River
Titusville
Titusville Beach
Indian River
MERRITT'S ISLAND
FLORIDA EAST COAST RY.
Cape Canaveral
Cocoa
Rockledge
Cocoa Beach
FLORIDA EAST COAST RAILWAY
Indian River
Banana River
N
S
Eau Gallie
Beach
Indialantic
Melbourne
Melbourne Beach

COCOA and ROCKLEDGE, combined population 4,000, are adjoining communities served by one railroad station. Cocoa is an up-to-date, progressive city, the commercial center of a large area, including Merritt Island, where may be seen some of the finest citrus groves of the famous Indian River section. A new causeway is nearing completion to Merritt Island and Cocoa Beach. The city also has new recreational features, including a fine dock to accommodate pleasure craft using the Intra-Coastal Waterway. For miles along the beautiful riverfront are homes set amid a profusion of tropical plants, flowers and palms, with an outlook upon the glorious expanse of Indian River waters. Both Cocoa and Rockledge have long been popular as resorts and good hotel, apartment and housing accommodations are available. Golf, fishing, hunting and other popular sports may be enjoyed. Cocoa Beach furnishes the delights of surf-bathing and driving on its hard white sands.

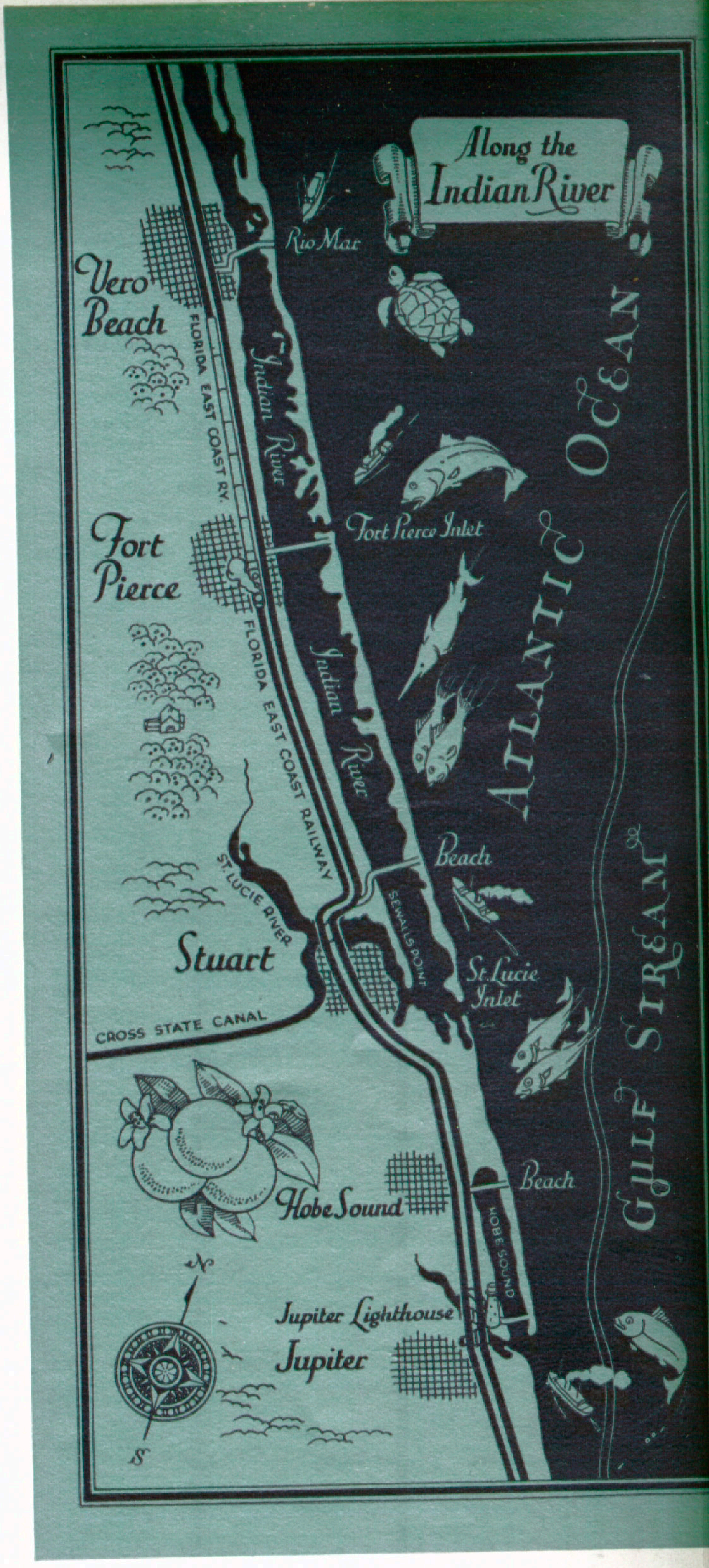
Fishing from a pier at Eau Gallie.

EAU GALLIE, population 1,500, with its flower-bordered streets and waterfront homes, offers a variety of attractions and wholesome congenial life amid tropical surroundings. Over 400 yachts visit its fine landlocked harbor each year. The Yacht Club with its sailing and other events is an important center for social gatherings. Fishermen enjoy the varied sport afforded by four rivers, the Atlantic Ocean and nearby Lake Washington. Popular motor trips include the scenic drive through Merritt Island orange groves and the large cattle ranches of the St. Johns River valley. At Lake Washington the National Audubon Society has established a Bird Preserve where, during nesting season, over 25,000 tropical birds may be observed. Tennis and shuffleboard courts, playgrounds for children, inviting public parks and a fine ocean beach and pier give Eau Gallie complete recreation facilities. Excellent hotel, cottage and private home accommodations are available.

MELBOURNE, population 3,000, is known as the "Midway City" because of its location on the Indian River midway between Jacksonville and Miami. Its 18-hole golf course, fresh- and salt-water fishing, boating and beaches offer visitors varied opportunities for recreation.

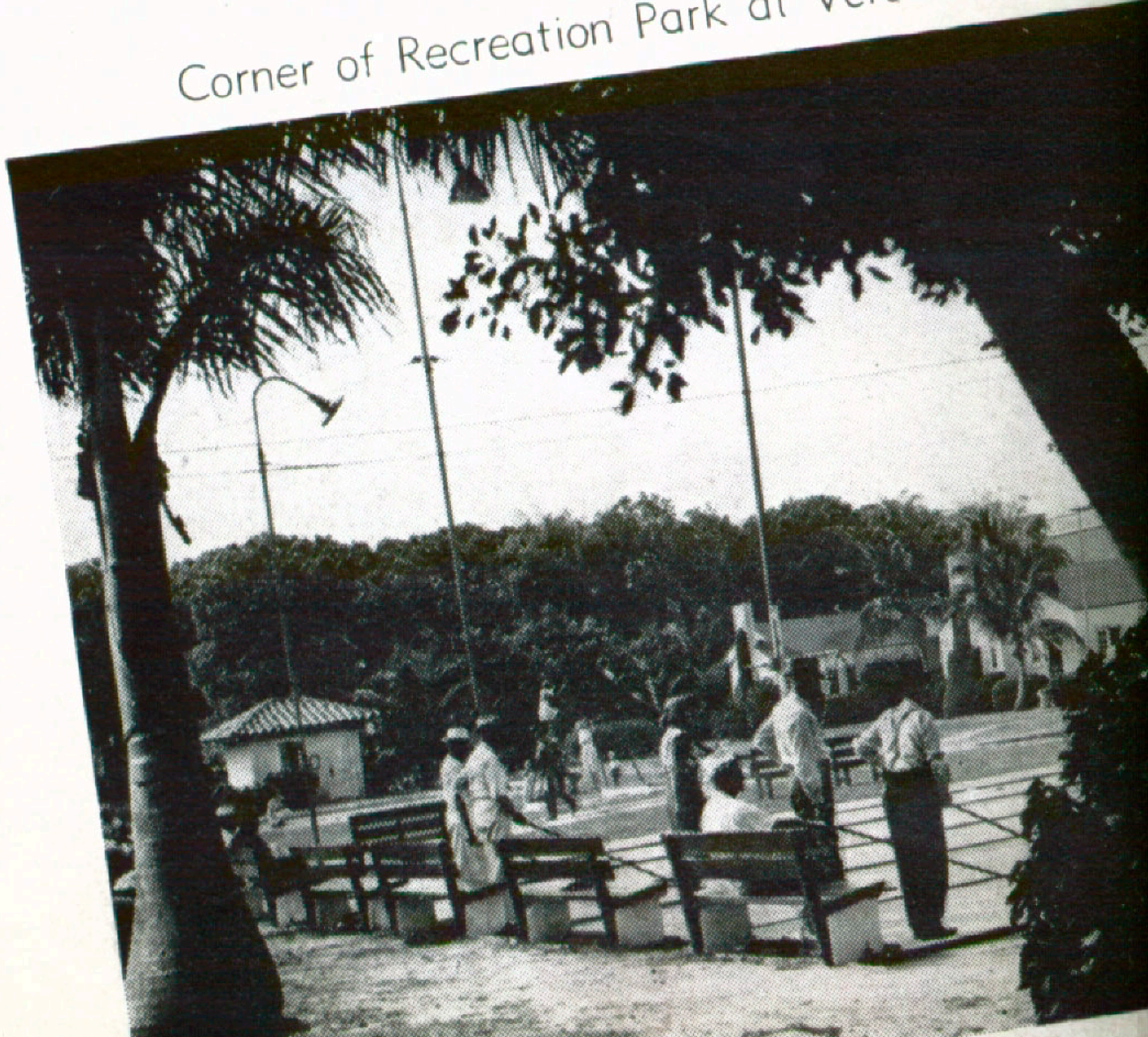
Across the Indian River from Melbourne are two beach resorts—Indialantic Beach, and 1½ miles farther south, Melbourne Beach. Both have a hotel, cottages and a casino. Melbourne, itself, will be found a progressive little city with all modern improvements, comfortable hotels, cottages and rooming house accommodations.

VERO BEACH, population 3,000, is an attractive resort in the midst of rich groves and farm lands, located at a point where the Indian River narrows down to a width of less than half a mile. Stately royal, and graceful coconut palms border many of the streets in this modern, well-kept community. A large centrally located recreation park provides shuffleboard, tennis courts, lawn bowling, horseshoe pitching, and a well-equipped children's playground. Two golf courses, one of 18 holes and one of 9 holes are operated. The land around Vero Beach produces a fine quality of citrus fruit which is shipped from the many packing houses here.


Along the Indian River
Rio Mar
Vero Beach
FLORIDA EAST COAST RY.
Indian River
Fort Pierce Inlet
ATLANTIC OCEAN
Fort Pierce
FLORIDA EAST COAST RAILWAY
Indian River
Beach
ST. LUCIE RIVER
SEWALLS POINT
Stuart
St. Lucie Inlet
GULF STREAM
CROSS STATE CANAL
Beach
Hobe Sound
HOBE SOUND
N
Jupiter Lighthouse
Jupiter
S

A view from Melbourne's waterfront.

Corner of Recreation Park at Vero Beach.



In McKee Jungle Gardens, Vero Beach.

Three miles from the business district lies an inviting beach with salt-water pool and casino, also an exclusive ocean front residential development known as Rio Mar. Unsurpassed tropical beauty is to be seen at McKee Jungle Gardens just south of Vero Beach, where one may stroll for miles through acres of rare imported and native flora made more jungle-like by the large colony of monkeys of various types.

Accommodations at Vero Beach include several up-to-date hotels, many boarding houses, cottages and apartments.

FORT PIERCE, population 8,000, county seat of St. Lucie County, combines the business advantages of a rich agricultural district with the resort attractions of a nearby beach and location on the Indian River. Fishing provides both an industry and pastime. Coconut palms and other subtropical vegetation beautify the streets and riverfront. A deep-water channel from the sea permits ships of considerable size to dock here so that quantities of citrus, vegetables and lumber are shipped by water as well as rail.

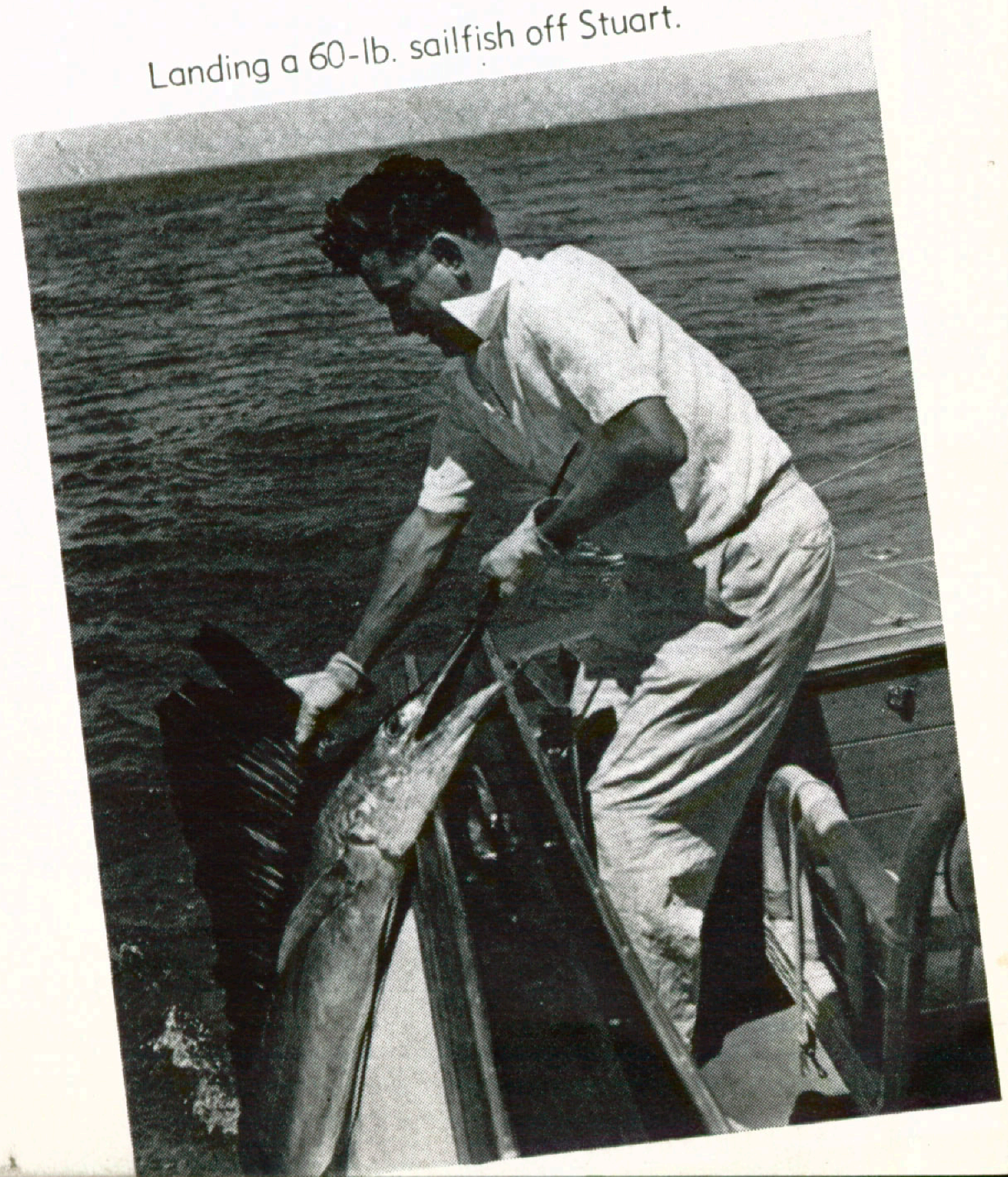
Only two miles separate the business district of Fort Pierce from the ocean front, and a growing beach development. Its several good hotels are supplemented by a wide choice of other accommodations. A fine yacht basin has just been completed and charter boats for deep-sea fishing, for which it is famous, are available at reasonable rates.

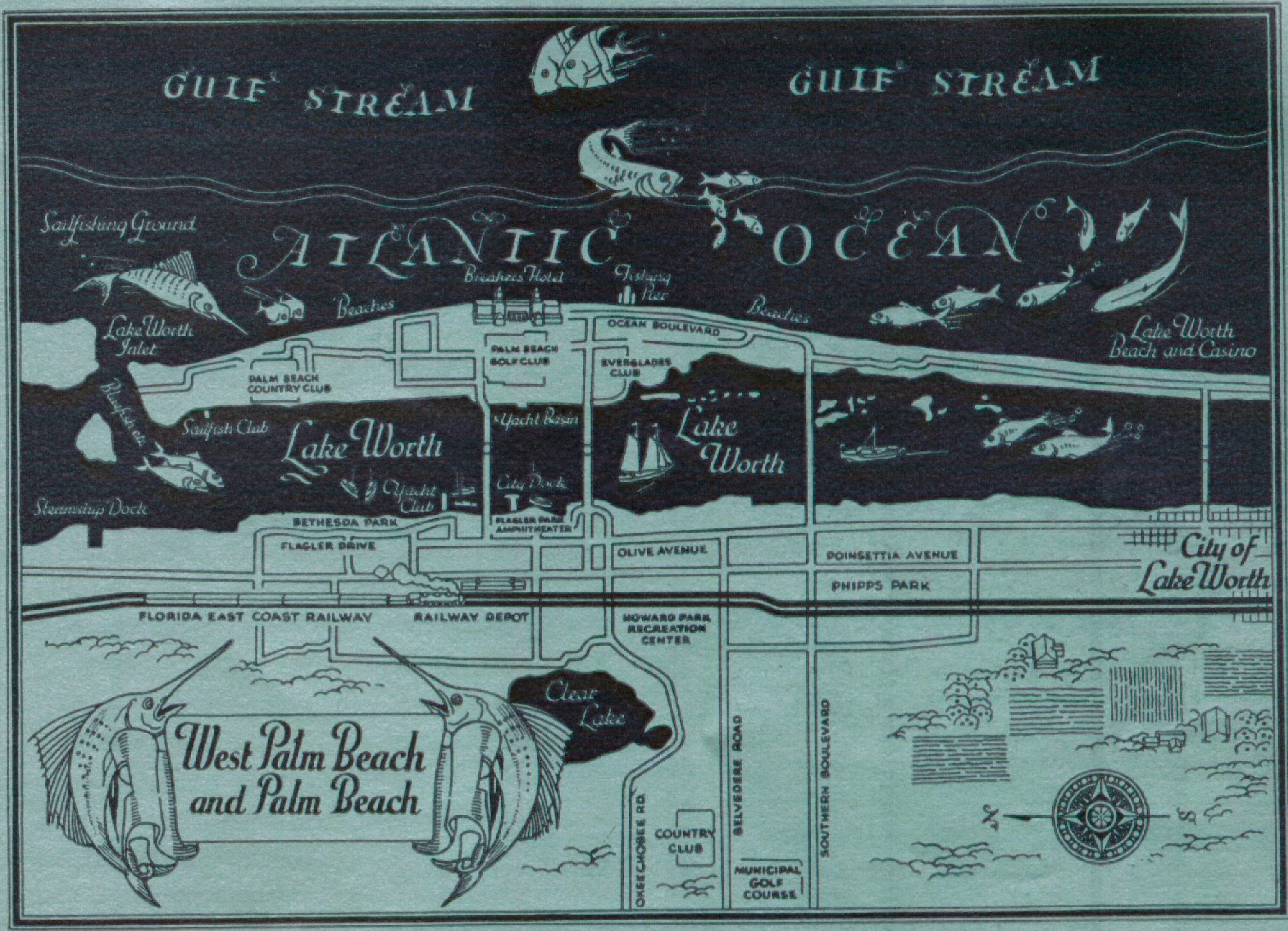
STUART, population 2,750, is a particularly popular fishing and yachting center as it faces an ocean inlet and is almost surrounded by the St. Lucie River, eastern terminus of the Stuart-Okeechobee - Fort Myers Cross-state Canal. Numbers of sailfish, dolphin, king and Spanish mackerel and other gamey fighters are taken in Stuart waters each year. Competent guides and charter boats are always available.

Coconut palms fringing the streets and waterfronts make this an attractive restful little place. For those who desire surf-bathing an ocean beach lies only a few miles distant. Besides splendid fishing, Stuart has modern yachting facilities, an active sailfish club, and comfortable moderately priced hotels. Two miles south along the river extends a pretty residential district known as Port Sewall where there is an attractive Inn, cottages and a good golf course.

HOBE SOUND, 15 miles south of Stuart, is an exclusive section of beautiful estates extending down narrow Jupiter Island between Hobe Sound and the sea, where their occupants can enjoy practically private beaches, yachting on the sound and splendid fishing off shore. Center of this development is Island Inn with its fine golf course and beach club.

Landing a 60-lb. sailfish off Stuart.




GULF STREAM
GULF STREAM
Sailfishing Ground
ATLANTIC OCEAN
Breakers Hotel
Fishing Pier
Beaches
Beaches
Lake Worth Inlet
Lake Worth Beach and Casino
OCEAN BOULEVARD
PALM BEACH GOLF CLUB
EVERGLADES CLUB
PALM BEACH COUNTRY CLUB
Bluefish etc.
Sailfish Club
Lake Worth
Yacht Basin
Lake Worth
Yacht Club
City Dock
Steamship Dock
BETHESDA PARK
FLAGLER PARK AMPHITHEATER
FLAGLER DRIVE
OLIVE AVENUE
POINSETTIA AVENUE
City of Lake Worth
PHIPPS PARK
FLORIDA EAST COAST RAILWAY
RAILWAY DEPOT
HOWARD PARK RECREATION CENTER
Clear Lake
West Palm Beach and Palm Beach
OKEECHOBEE RD.
COUNTRY CLUB
BELVEDERE ROAD
MUNICIPAL GOLF COURSE
SOUTHERN BOULEVARD
N
S

Palm Beach and West Palm Beach

PALM BEACH, one of the most famous winter resorts, occupies a narrow peninsula between Lake Worth and the sea, 300 miles south of Jacksonville. Swaying coconut and royal palms mingle with other subtropical vegetation to create here an island paradise of indescribable beauty. Palatial homes and estates with their perfectly groomed lawns, imposing clubs and hotels rise among its emerald foliage. To the west the waters of Lake Worth reflect the azure sky while on the east a jade green surf breaks on beaches famed as the winter rendezvous of wealth and society. Aside from exclusive shops no business district mars its atmosphere of restful luxury and magnificence in a setting enchantingly tropical.

Here the winters have a remarkable mildness due to the nearness of the Gulf Stream, the indigo waters of which can be readily seen from the shore. With the exception of possibly a few days the surf and sun are comfortably warm for bathing all winter long. Palm Beach, of course, provides the best of facilities for rest and relaxation, beautiful golf links, tennis courts, exclusive and semi-exclusive beach clubs, casinos, fleets of fishing and pleasure craft. Wheel chairs propelled by cheerful negroes are a characteristic mode of transportation over many of the winding picturesque trails from which motor traffic is barred.

Among the many palatial hotels at Palm Beach, The Breakers, on the ocean shore, is particularly famed for its luxurious appointments and rare beauty of design. Just to the south lies the Palm Beach casino with its Roman pool, and to the west the greens and fairways of the Palm Beach Golf Club extend almost to the shores of Lake Worth.

Palm Beach from across Lake Worth.

Fishing provides many thrills off West Palm Beach.

WEST PALM BEACH, population 36,000, just across Lake Worth from Palm Beach, shares its excellence of climate and beauty of location. This is a modern, democratic city entertaining thousands of visitors annually. Three bridges across Lake Worth bring the beaches and other attractions of the exclusive island resort within easy access. Coconut palms picturesquely fringe its beautiful lakefront and flourish throughout the city.

West Palm Beach offers a well-balanced program of recreation, including golf courses, well-equipped recreation parks, boating and yachting facilities, civic sponsored programs of entertainment. Anglers will find this an excellent place for fishing. A short cruise from its docks brings you to the Gulf Stream where sailfish and other coveted denizens of the deep abound. Portions of Lake Worth, nearby jetties, inlets and bridges, also fresh-water lakes back of the city yield varied sport. An annual Silver Sailfish Derby held during the last of January and first part of February each year attracts many noted sportsmen.

Accommodations at West Palm Beach offer a wide selection of modern hotels, apartments, furnished cottages and rooms in various price ranges.

As in the case of all the communities on the East Coast of Florida, the Florida East Coast Railway passenger station at West Palm Beach is conveniently located near the heart of the city, only a few blocks from the lakefront and principal hotels.

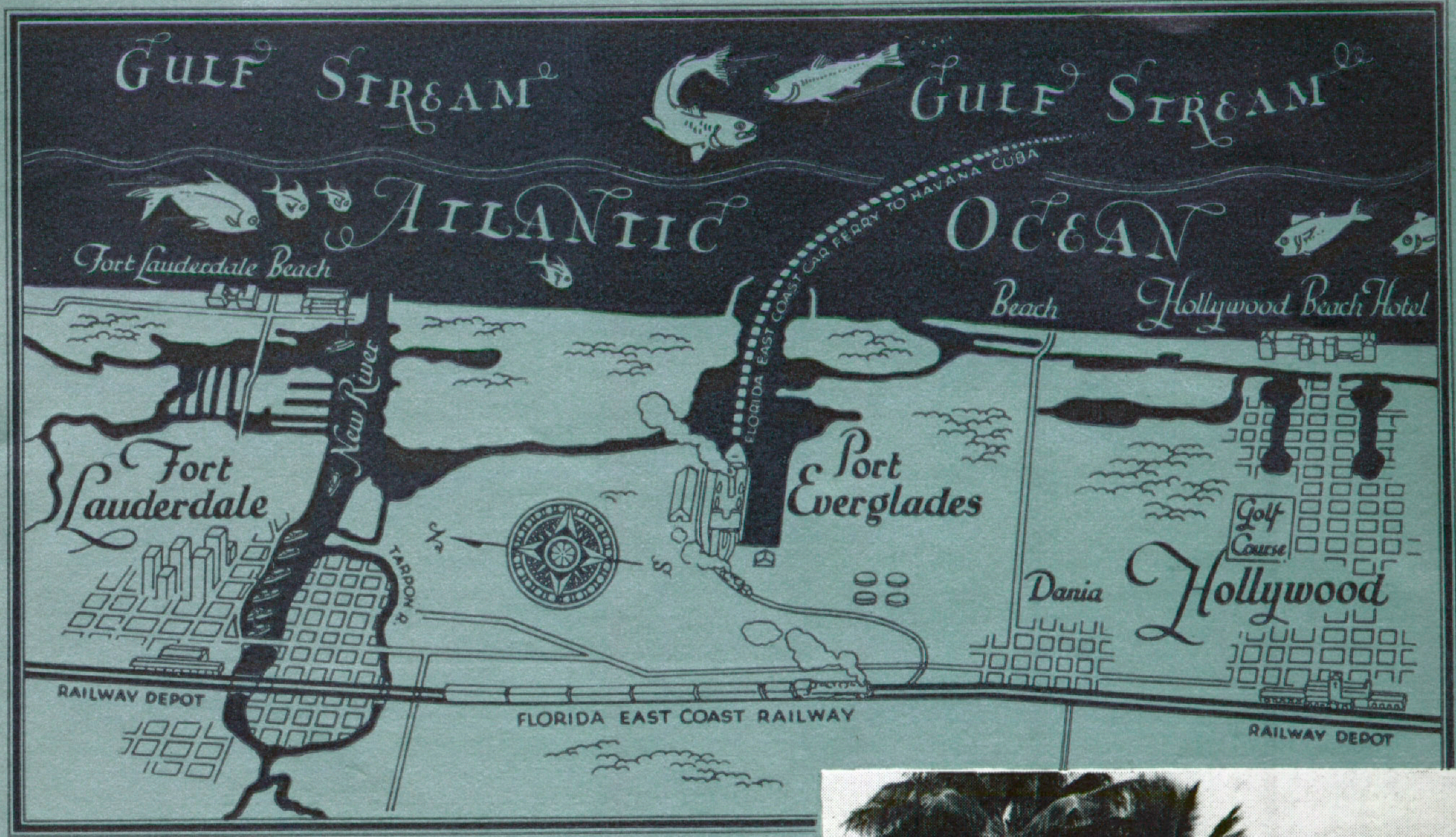
LAKE WORTH, population 8,000, is almost a continuation of West Palm Beach to the south. It is a strictly resort and residential place, enjoying the mild climate, tropical beauty and recreational advantages of this locality. A municipally-owned recreation park with 27 shuffleboard courts, and civic center building occupy a block in the heart of the city. A splendid municipal golf course skirts the shore of the Lake. On an elevation overlooking the ocean beach is a large city-owned casino, promenade and swimming pool. Hotels and other types of accommodations are numerous and quite moderate in price. According to the National Geodetic Society, Lake Worth is the closest of all Florida cities to the Gulf Stream.

DELRAY BEACH, population 3,000, is 17 miles south of Palm Beach, 48 miles north of Miami. It is one of the few communities on the East Coast of Florida fronting directly on the ocean, with a splendid beach less than a half mile from the heart of town. Only a canal portion of the Inland Waterway intersects it. Other attractions include a nine-hole municipal golf course, moderately priced accommodations, and convenient accessibility to other resorts such as Palm Beach and Miami.

Just north of Delray Beach along the ocean shore there are many estates and the sumptuous Gulf Stream Club, with its beautiful golf course and polo field.

BOCA RATON, nine miles south of Delray Beach, consists of the magnificent Boca Raton Club, a palatial establishment with complete resort facilities—golf courses, swimming pools, yacht dockage in a beautifully landscaped tropical setting.

Teeing off on Lake Worth's municipal golf course.

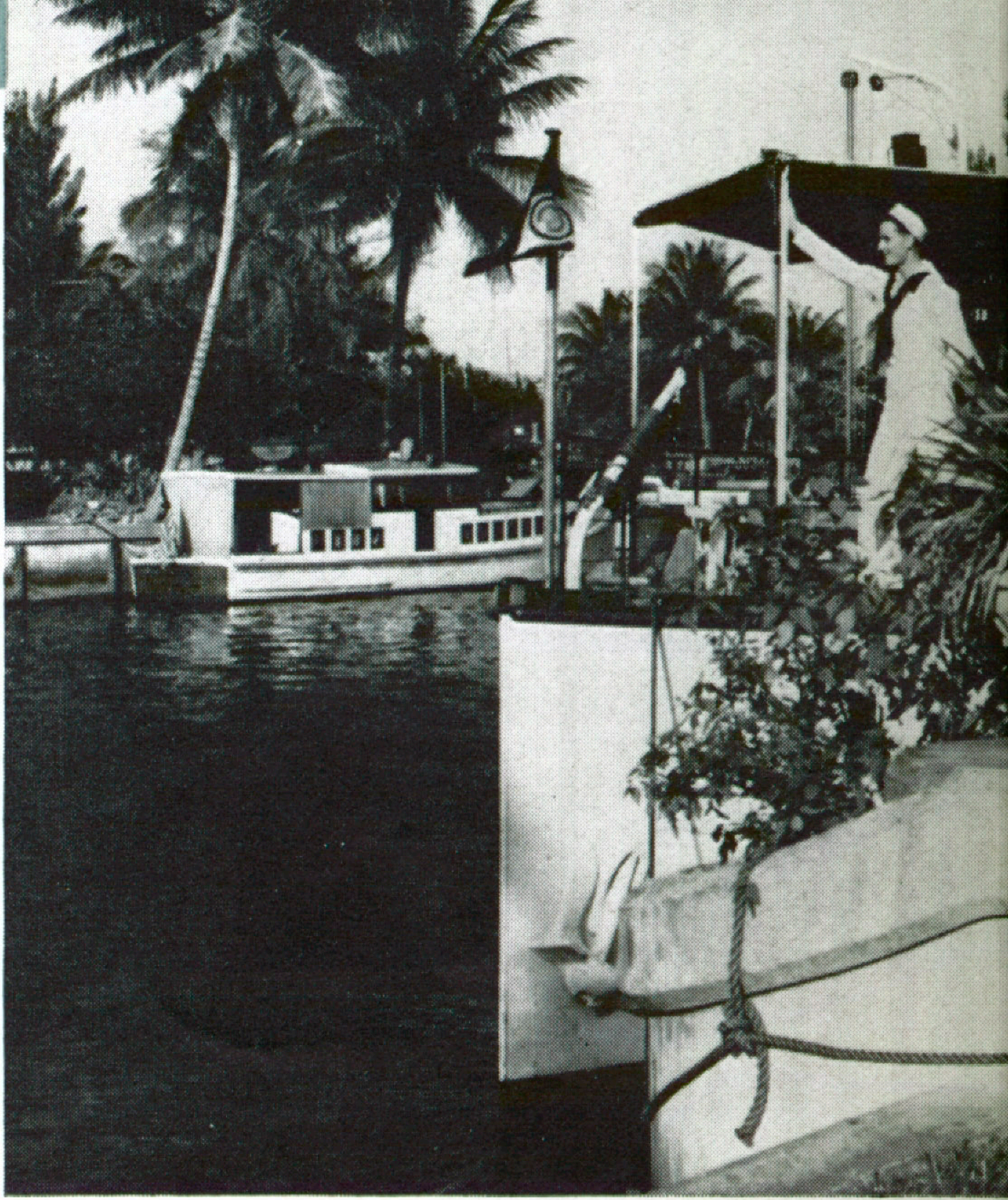

GULF STREAM
GULF STREAM
ATLANTIC OCEAN
Fort Lauderdale Beach
FLORIDA EAST COAST CAR FERRY TO HAVANA CUBA
Beach
Hollywood Beach Hotel
New River
Fort Lauderdale
Port Everglades
Golf Course
Dania
Hollywood
N
S
TARPON R.
RAILWAY DEPOT
FLORIDA EAST COAST RAILWAY
RAILWAY DEPOT

POMPANO, population 2,500, eight miles north of Fort Lauderdale, is in a good fishing locality, named for that delicacy of the seas found in numbers off this shore. It has a convenient beach and ocean front cottages. Thousands of acres around Pompano are planted in green beans and other vegetables, making this one of the largest markets and shipping points for winter produce. A short distance from Pompano is the Hillsboro Inlet Lighthouse, and the Hillsboro Club, the latter a comfortable hotel close to waters abounding in sail and other game fish.

FORT LAUDERDALE, population 20,000, is a rapidly growing city, 24 miles north of Miami, in the center of the only subtropical section of the United States. It offers unusual advantages to the sportsman, the sightseer, the health-seeker and the prospective home owner.

The beautiful Himmarshee (New River), palm fringed, flows lazily through the heart of the city, offering one of the snuggest, safest yacht harbors in the South. From the business district to the Atlantic Ocean a network of Venetian-like canals creates a residential section of unique beauty.

The municipal beach lies within the city limits and is one of the finest in the state. Surf and pool bathing are enjoyable almost every day. The proximity of the sea and the direct channel to it provided by New River make fishing an outstanding Fort Lauderdale diversion. Just a few minutes' run from downtown docks, and you can be trolling for big game fish on the edge of the Gulf Stream. For those who tire of fishing there is an excellent 18-hole golf course, a new 9-hole course, shuffleboard, lawn bowling, boating, tennis and other recreational facilities municipally provided.



Along the New River in Ft. Lauderdale.

The city has modern hotels, up-to-date shops, restaurants and other types of accommodations; a nearby greyhound racing track.

A portion of popular Ft. Lauderdale Beach.

Picturesque Ft. Lauderdale homes.

Port Everglades, on the southern outskirts of Fort Lauderdale, and a short distance from the main line of the Florida East Coast Railway, is the deepest harbor between Norfolk and New Orleans. From this port large ocean-going freight car ferries operate in connection with the Florida East Coast Railway to and from Havana, Cuba, providing a fast, convenient all-rail route between the United States and Cuban soil.

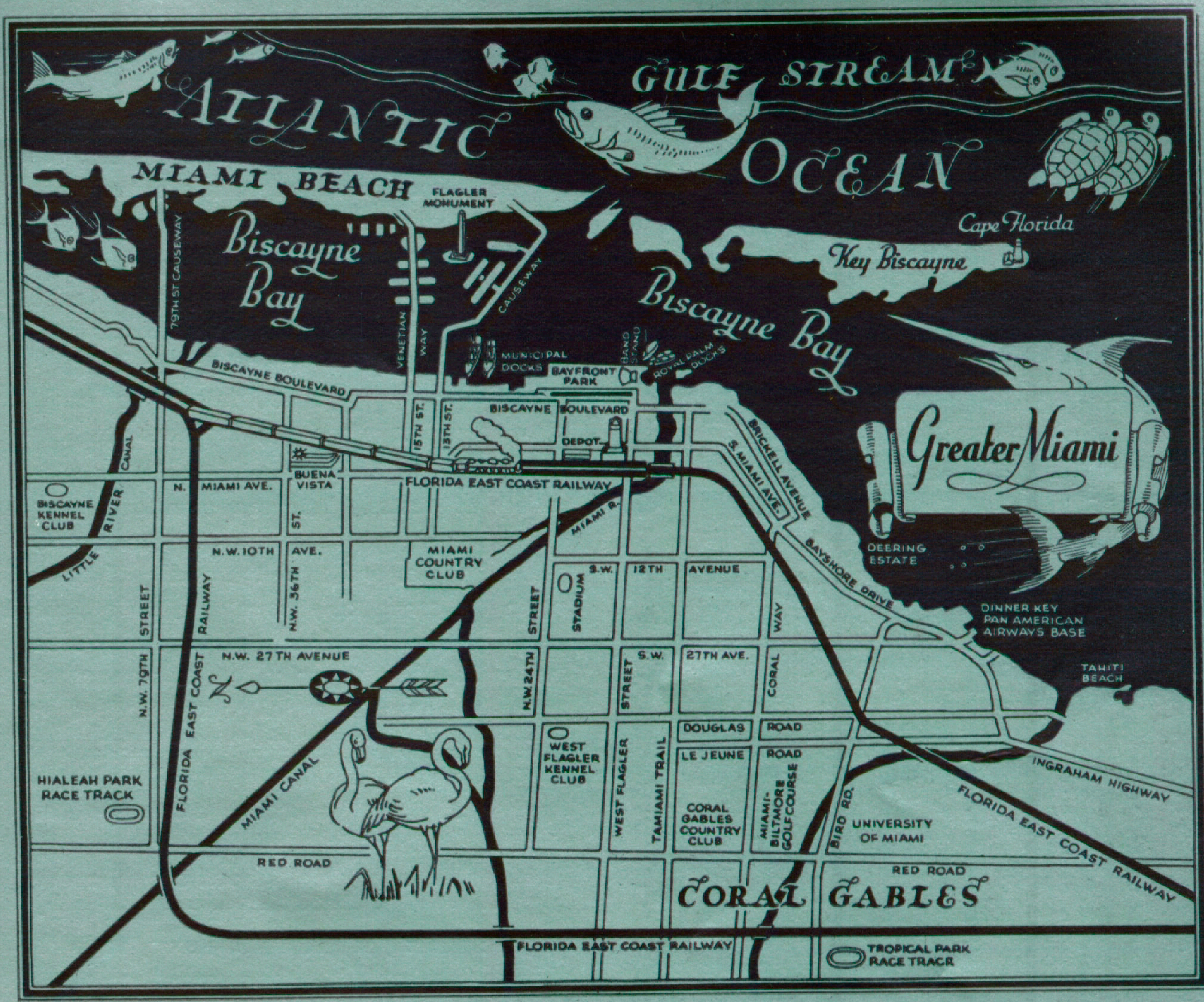
DANIA, population 2,500, five miles south of Fort Lauderdale, 20 miles north of Miami, has a rich back country producing tomatoes and other winter vegetables. Its attractions include a good beach, excellent fishing, small hotel and other accommodations at rates more moderate than in the larger cities nearby.

HOLLYWOOD-BY-THE SEA, population 5,500, is 18 miles north of Miami and built directly on the ocean. You will be impressed with its wide central palm-bordered boulevard leading from the ocean front to a model business district around which spread uncrowded residential areas. Surf-bathing and sun-tanning prove delightful winter and summer on its municipally owned beach where the Gulf Stream is just off shore.

The city has two good golf courses, seven municipal parks, excellent facilities for fishing and yachting. As for accommodations, visitors will find here eighty-two apartment houses, twenty hotels, comfortably appointed bungalows and cottages. The magnificent Hollywood Beach Hotel, in itself a complete resort establishment, dominates the ocean front.

Riverside Military Academy maintains large winter quarters at Hollywood.

orida East Coast Railway station at Hollywood.


Gulf Stream
Atlantic Ocean
Miami Beach
Flagler Monument
Biscayne Bay
Cape Florida
Key Biscayne
Greater Miami
79th St Causeway
Venetian Way
Causeway
Municipal Docks
Bayfront Park
Band Stand
Royal Palm Docks
Biscayne Boulevard
15th St.
13th St.
Depot
Buena Vista
Florida East Coast Railway
Canal
Biscayne Kennel Club
Little River
N. Miami Ave.
N.W. 10th Ave.
N.W. 36th St.
Miami Country Club
Miami R.
Brickell Avenue
S. Miami Ave.
Bayshore Drive
Deering Estate
Dinner Key Pan American Airways Base
Tahiti Beach
S.W. 12th Avenue
Stadium
N.W. 24th Street
N.W. 79th Street
N.W. 27th Avenue
Florida East Coast Railway
S.W. 27th Ave.
Coral Way
Douglas Road
Le Jeune Road
Hialeah Park Race Track
Miami Canal
West Flagler Kennel Club
West Flagler Street
Tamiami Trail
Coral Gables Country Club
Miami-Biltmore Golf Course
Bird Rd.
University of Miami
Ingraham Highway
Florida East Coast Railway
Red Road
Red Road
Coral Gables
Florida East Coast Railway
Tropical Park Race Track

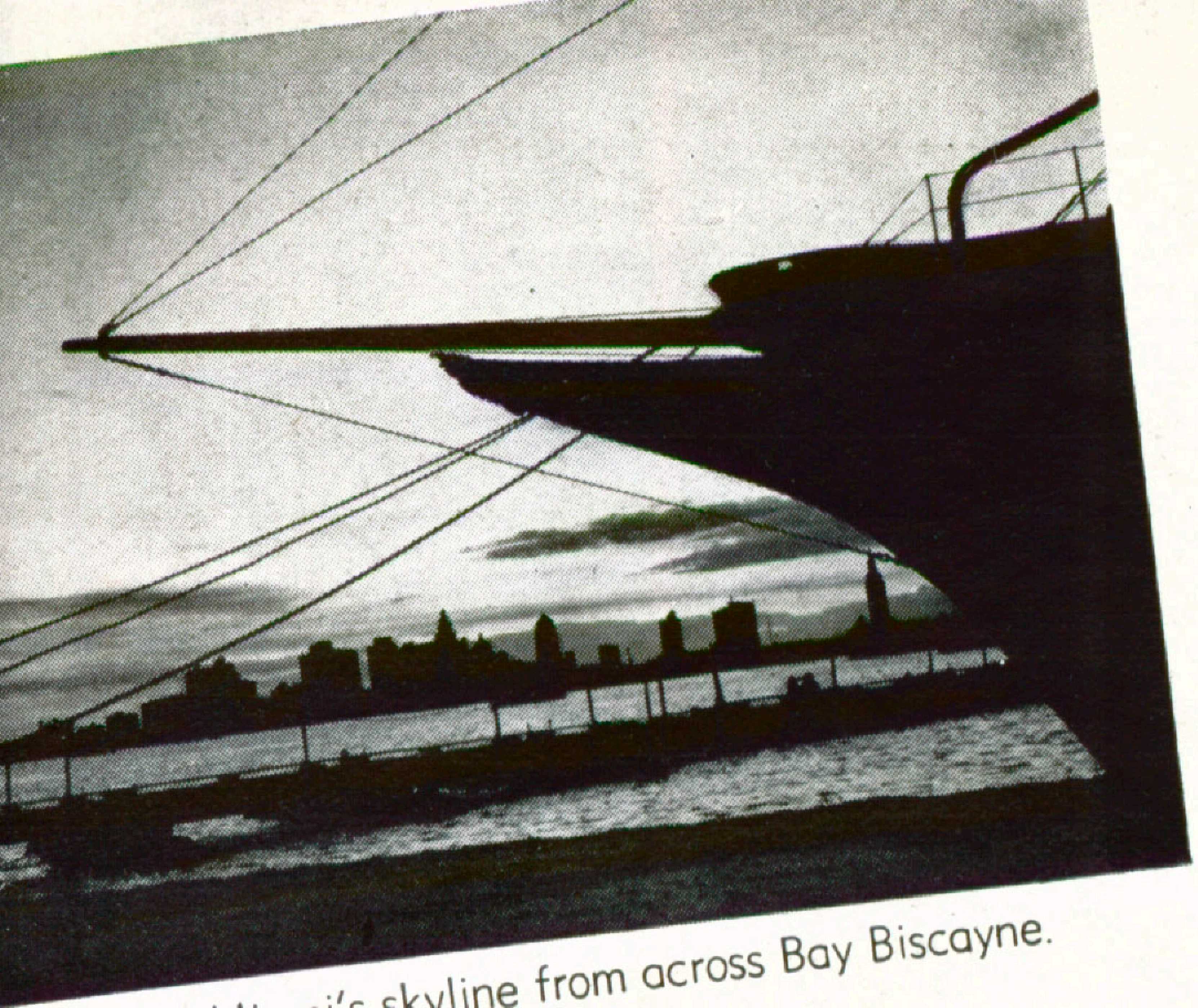
Miami, Miami Beach and Coral Gables

What magic the name MIAMI suggests, for it has won an enviable place among the truly distinctive cities of the world. A metropolis in the exotic setting of the tropics, bathed in the warm health-giving sunshine of an eternal summer, miles of South Sea Isle palm-bordered beaches, great hotels thronged with winter pleasure seekers, luxurious yachts riding at anchor on the multi-hued bay, palms and brilliant flowers everywhere, dancing in the open air beneath a tropical moon set in a star jeweled sky, thrills, diversions and entertainment without end, or the soothing languor of secluded gardens and soft trade winds whispering through the palms.

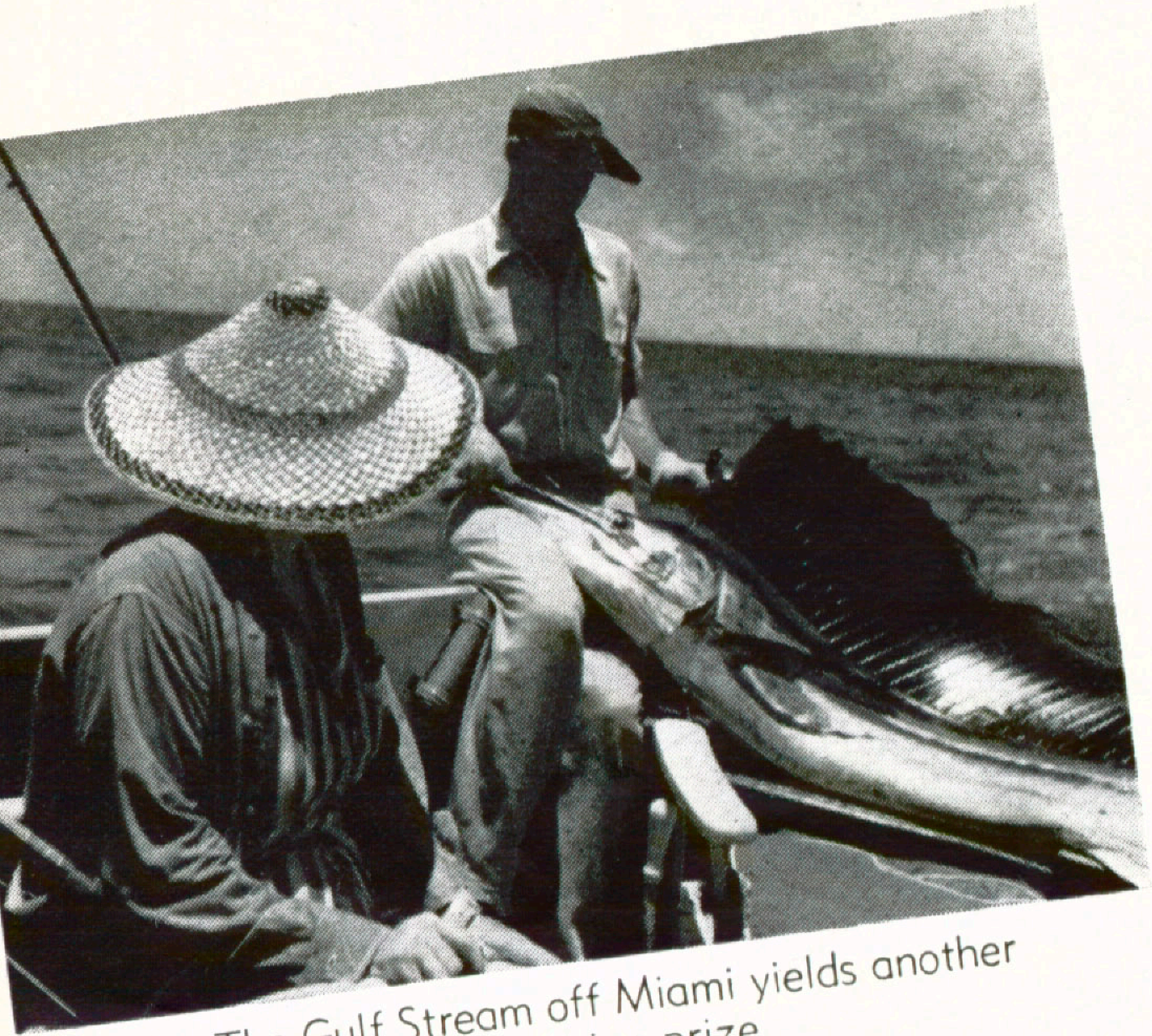
Less than fifty years ago all of this was inaccessible and only a few families lived where Miami now stands. Then in 1896 Henry M. Flagler extended the Florida East Coast Railway south to this point, laid out a city here, and the wilderness began to bloom. Today, Greater Miami, with a population approaching 200,000, plays host to more than a million people annually. Florida East Coast Railway trains operating over the shortest and only double-track route through the State, speed you swiftly to a terminal conveniently located in the heart of the amazing city which this pioneer railway did so much toward creating.

Miami and its suburbs are a veritable tropical paradise covering a large area on the shores of Bay Biscayne. Skirting this bay extends a series of inviting palm-shaded parks flanked by wide Biscayne Boulevard, back of which many of Miami's great hotels and modern business structures rise imposingly. Yachts and myriads of other craft crowd the many docks along the interesting bayfront. Large coconut and royal palms lend parks and streets throughout the city a thoroughly tropical, almost foreign uniqueness.

The superb climate of this lower East Coast of Florida has been an important factor in its rapid development. Prevailing southeast trade



Miami's skyline from across Bay Biscayne.



The Gulf Stream off Miami yields another glistening prize.

winds warmed by the Gulf Stream produce an average winter temperature of 70 degrees. In summer these same trade winds sweeping in from the sea exert such a cooling influence that uncomfortable heat seldom occurs.

Miami has little rainfall during the winter to mar its pleasures and much of its summer rainfall comes in the form of brief refreshing showers. On an average of 350 days of the year it is blessed by warm health-giving sunshine.

The advantages of Miami appeal to a wide variety of tastes. You can soon acquire a healthy nut-brown coat of winter tan on its golden beaches and enjoy the novelty of bathing in the comfortably warm surf, while those back home are snowbound. Others may seek the thrills of horse-racing at its picturesque tracks, the round of social gayety provided by its many clubs, casinos and hotels, where you may dance to the music of famous orchestras beneath the palms under the canopy of the tropical night. For still others its charm may lie in the velvet green of its golf course, active play on its tennis courts or the constant challenge to the angler's skill of the many varieties of game fish that lurk in the surrounding waters. Restful relaxation is also to be found here for there is a no more soothing place than the shores of a tropical sea.

Greater Miami offers an almost unlimited menu of recreation and entertainment—horse-racing at world famous tracks; eleven golf courses and tournaments of note; tennis courts and championship competition, football classics; yacht regattas; miles of public and private palm-decked beaches; the best of dog-racing; all types of fishing and fleets of charter boats.

Greater Miami's accommodations include hundreds of hotels, thousands of apartments, homes and cottages, ranging from the luxurious to modest, yet comfortable living quarters at moderate rates. It has sufficient hotel and housing facilities to take care of over 250,000 visitors at one time. Its scores of cafeterias, restaurants and tea rooms serve excellent meals at very reasonable prices.

MIAMI BEACH, linked to metropolitan Miami by three man-made causeways across Biscayne Bay, is a tropical island resort almost ten miles long—spiced with lush vegetation, miles of public and private beaches along the Atlantic,

HOLLYWOOD HOMES

Business section of Miami from bayfront park.

Miami Beach has many cabana clubs such as this.

palatial hotels and estates all designed in the French, Spanish, moderne or Mediterranean manner.

Recreational activities offered include golf, tennis, surf- and pool-bathing, deep-sea and bay fishing, motoring, bicycling, dog races, theatres, sailing and yachting, canoeing along inland waterways and gay nightlife that is a curious blend of Broadway and the Riviera. Exclusive shops rivaling those of the Rue de la Paix dot the business district; sprinkled over the island are pretentious homes of millionaires, more than two hundred hotels, almost seven hundred apartment buildings.

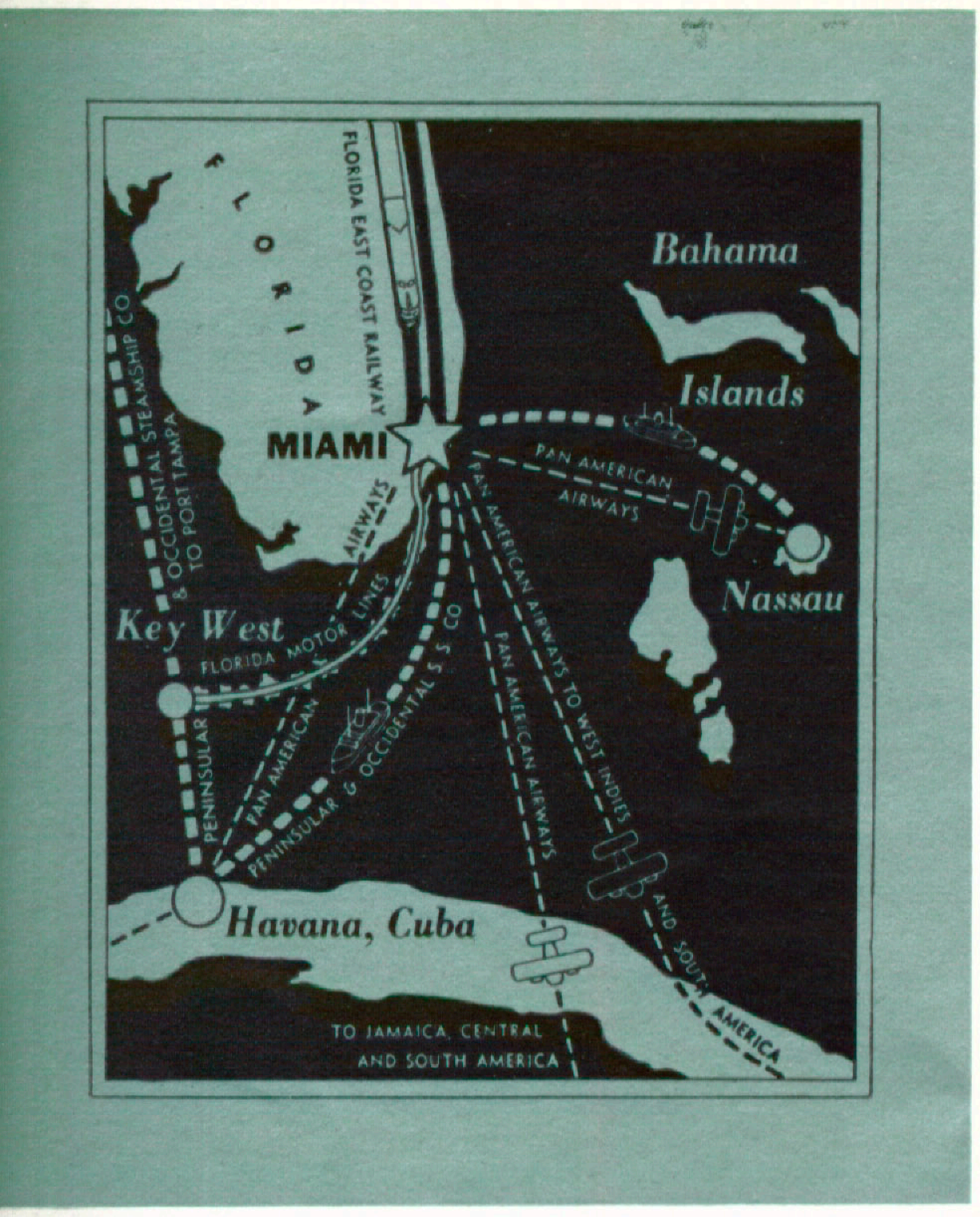
Erected solely as a resort, Miami Beach has no railroads, no airports, no cemeteries and factories are outlawed by ordinance. In recent years the city has gained favor as a year 'round resort, attracting vacationists from southeastern states in summer, resorters from every part of the globe in winter.

Miami Beach, "The American Riviera", is located almost 300 miles farther south than Cairo, Egypt, and 600 miles below Los Angeles—on the same latitude which passes through northern India, Arabia and the Sahara Desert. Average year 'round temperature is 75.2 degrees.

CORAL GABLES is a beautifully laid out residential suburb adjoining Miami on the southwest. All of the buildings here follow an appropriate type of Spanish and Mediterranean architecture, with soft tinted stucco walls, and roofs of red tile. The streets have been carefully planned and beautified even to imposing gateways. Among its recreation facilities are three golf courses, the Venetian swimming pool, riding trails and Tahiti Beach.

Located in this section is the majestic Miami-Biltmore Hotel, and Tropical Park, one of Miami's famed horse-racing tracks. Coral Gables is also the home of the University of Miami, a growing institution of higher learning.

Skimming the moonlit waters of Bay Biscayne.


FLORIDA
FLORIDA EAST COAST RAILWAY
Bahama
Islands
MIAMI
PENINSULAR & OCCIDENTAL STEAMSHIP CO. TO PORT TAMPA
PAN AMERICAN AIRWAYS
Nassau
AIRWAYS
FLORIDA MOTOR LINES
Key West
PENINSULAR & OCCIDENTAL S S CO
PAN AMERICAN AIRWAYS TO WEST INDIES AND SOUTH AMERICA
PAN AMERICAN AIRWAYS
PENINSULAR
PAN AMERICAN
Havana, Cuba
TO JAMAICA, CENTRAL AND SOUTH AMERICA

Old Columbus Cathedral, Havana, Cuba.

Places Reached from Miami

Due to its location at the tip end of the Florida peninsula, good harbor and air facilities, Miami is a natural gateway for travel and commerce to nearby foreign lands such as the Bahama Islands, West Indies, Mexico, Central and South America. Down the Florida East Coast Railway to Miami, thence connecting plane or steamer saves days in travel time to these places which were once so difficult to reach. A visit to the islands of the Spanish Main, or Pan American destinations farther south may be conveniently combined with a business or pleasure trip to the East Coast of Florida.

KEY WEST is a unique island city over one hundred miles from the Florida Mainland, reached from Miami by Florida Motor Lines bus or motor across the spectacular Over-Sea Highway. Surrounded by the sea on all sides, it possesses a restful, half-foreign atmosphere and is a city rich in maritime romance. The waters around Key West and the nearby Florida Keys provide world-famous fishing grounds. Accommodations at Key West include the beautiful Casa Marina, one of the distinguished Flagler System chain, in addition to several other smaller hotels

HAVANA, CUBA, gay, scintillating Paris of the Caribbean, so foreign that to visit it has all the thrills of a trip abroad. Florida East Coast trains connect at Miami with Havana-bound planes and steamer. Board a Pan American Airways "Clipper" at Miami and you arrive in Havana just 2¼ hours later. Leaving Miami in the evening on a luxurious Peninsular & Occidental steamship, you wake up next morning at the Cuban capital. Sailings are frequent and low-round-trip fares include meals and berth at sea.

NASSAU, BAHAMAS, a bit of Old England just over the eastern horizon from Miami. Pan American planes take you there in a little over two hours, or it is only an overnight hop by commodious steamer. Both services connect with Florida East Coast train arrivals at Miami.

WEST INDIES and PAN AMERICA—From Miami's modern Dinner Key, Pan American Airway base, luxurious planes daily fly the skies to Cuba, the West Indies, Central and South America, making Miami the largest international airport in the United States. All of the Pan American countries are most accessible from Miami.

HELPFUL SUGGESTIONS

For Planning Your Trip to Florida

This booklet presents but a brief account of the principal Florida East Coast cities and resorts. Should you desire more detailed information about any of them, this can readily be obtained by addressing an inquiry to the Chambers of Commerce of those places in which you are interested as most of them publish detailed descriptive literature of their own.

ABOUT LIVING COSTS

In general, living costs will be found to average less in the smaller communities on the East Coast of Florida than at the larger and more prominent resorts. Five-room cottages and apartments can be rented in the former for approximately $35 to $50 per month, while similar accommodations in the larger places might run $60 to $80. Rents for furnished rooms vary from $15 to $30 per month depending upon location. Some reduction in rates is generally made for the longer periods of occupancy.

Information as to available cottages, apartments and rooms may best be secured by writing to Chambers of Commerce stating in detail the kind of accommodations desired.

HOTEL ACCOMMODATIONS

At practically all of the places mentioned in this booklet, good hotels are available. Under the strict supervision of the Florida State Hotel Commission, high standards of sanitation, modern equipment and ethical practice are maintained. It has not been possible to include in this booklet a sufficiently comprehensive list of hotels and their rates to serve as an accurate guide. Chambers of Commerce are prepared to supply on request complete lists of hotels and their current charges for their respective communities.

SCHOOLS

Florida has an excellent public school system. Accredited grammar and high schools are to be found at all principal points on the East Coast of Florida. In most cases no charge is made for children of non-residents, but this practice varies with different counties. In addition to public schools, private day and boarding schools of a high calibre are available at many of the larger places.

ON ARRANGING TRANSPORTATION

A railway trip to the East Coast of Florida involves no more complicated arrangements than a short journey between two nearby cities. From most points of origin your baggage can be conveniently checked through to your Florida East Coast destination.

You will find your local railway agent usually well supplied with full information as to fares and train schedules to points on the Florida East Coast Railway. He will gladly assist you. Or, if preferred, the Passenger Traffic Department of the Florida East Coast Railway will welcome an opportunity to furnish information and be of service in arranging your trip.

FLORIDA TRAVEL SPECIALISTS

The following representatives of the Florida East Coast Railway are specialists in Florida travel and intimately acquainted with the territory served by this line. It will be a pleasure for them to answer any questions you may wish to ask as to fares, train schedules and accommodations, to make reservations and prove helpful in other ways. Do not hesitate to communicate with them.

NEW YORK OFFICE......16 East 44th Street
L. J. Irvin, Asst. Gen. Passenger Agent

JACKSONVILLE, FLA.....239 West Forsyth St.
J. D. Ingraham, Asst. Gen. Passenger Agent.

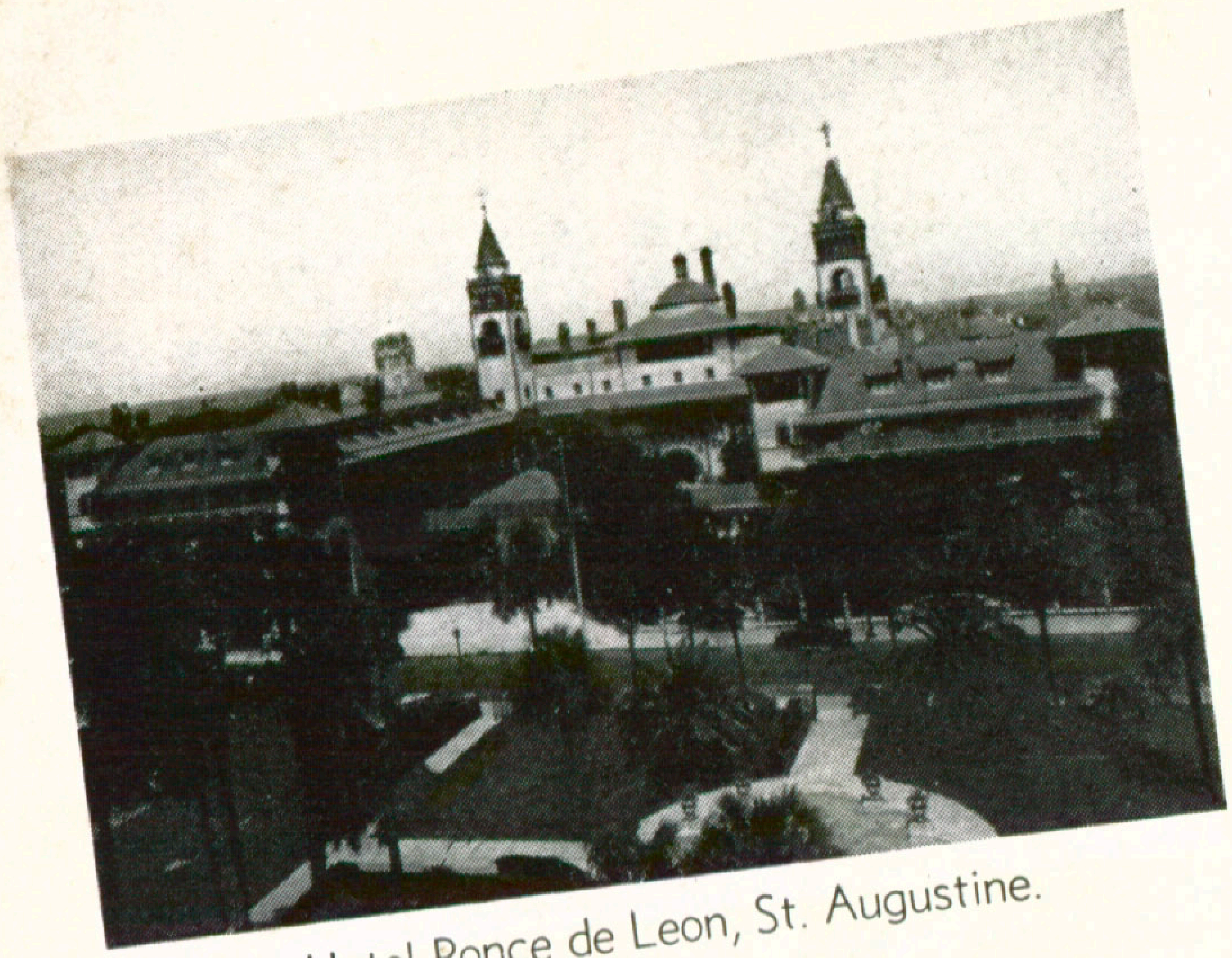
WEST PALM BEACH, FLA......309 Datura St.
F. B. May, District Passenger Agent.

FT. LAUDERDALE, FLA., 20 East Las Olas Blvd.
R. P. Ferguson, Traveling Passenger Agent.

MIAMI, FLA.................201 S. E. First St.
R. T. Jeffries, Division Passenger Agent

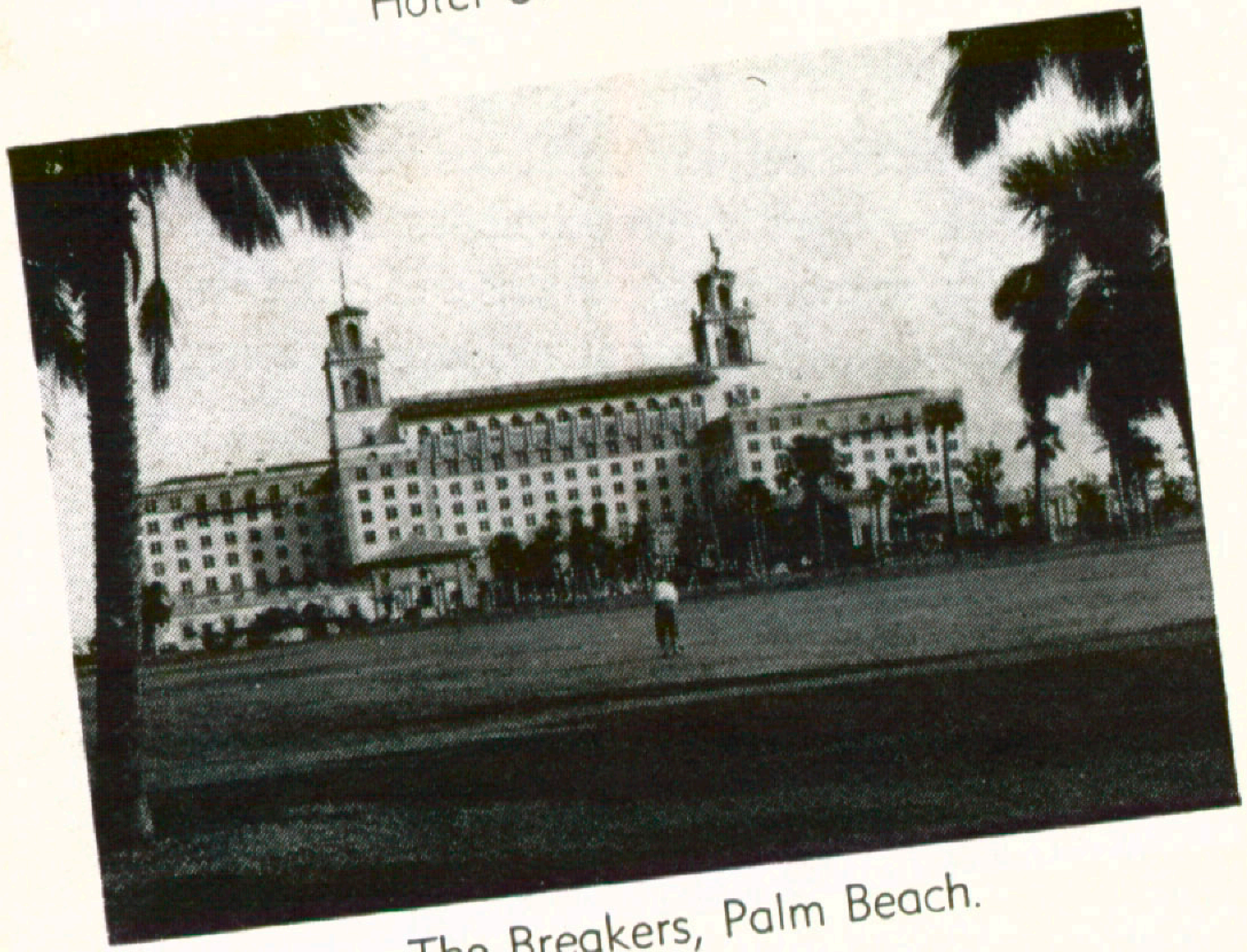
GENERAL OFFICES........St. Augustine, Fla.
J. D. Rahner, General Passenger Agent.

FLORIDA EAST COAST RAILWAY
FLAGLER SYSTEM
W. R. Kenan, Jr., and S. M. Loftin, Receivers



Hotel Ponce de Leon, St. Augustine.

Hotel Ormond, Ormond Beach.



The Breakers, Palm Beach.

Casa Marina, Key West.

The Distinguished

FLAGLER HOTELS

Like the Florida East Coast Railway, the Flagler Hotels pioneered in the development of the East Coast of Florida. They were the first great hotels on the coast and long ago established a high standard of luxurious accommodations and complete resort service. They provide ideal facilities for rest and recreation in an atmosphere of exclusive refinement. Their spacious grounds include putting greens, tennis courts, inviting walks, patios and broad verandas. Associated golf courses and beaches are conveniently nearby, adjacent in the case of Hotel Ormond and The Breakers.

Years of experience as hosts to a distinguished clientele have given the Flagler System Hotels an enviable social prestige. They are operated on the American Plan only. Rates will be quoted on application and advance reservations may be made through their New York office at 2 West 45th Street.

PONCE DE LEON . . . . **St. Augustine**
MR. B. R. HOWE, Manager.
Open January to April.

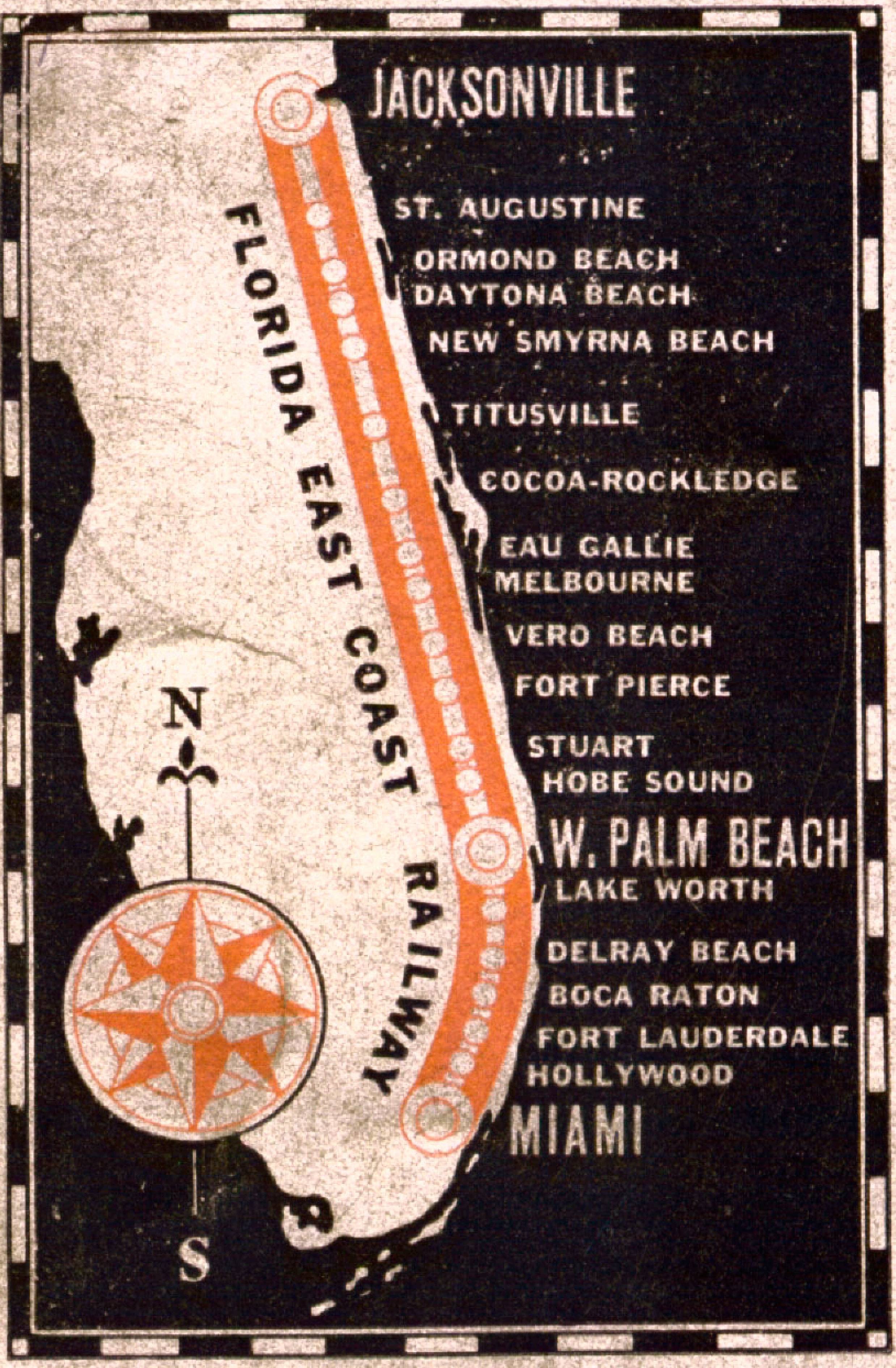
HOTEL ORMOND . . . . **Ormond Beach**
MR. SHERIDAN W. SCOTT, Manager.
Open January to April.

THE BREAKERS . . . . **Palm Beach**
MR. JOHN W. GREENE, Manager,
MR. CARTER L. GARDNER, Assistant Manager.
Open December to mid-April.

CASA MARINA . . . . **Key West**
MR. PETER SCHUTT, Manager.
Open December to April.

FLORIDA EAST COAST HOTEL CO.

FLAGLER SYSTEM


JACKSONVILLE
ST. AUGUSTINE
ORMOND BEACH
DAYTONA BEACH
NEW SMYRNA BEACH
TITUSVILLE
COCOA-ROCKLEDGE
EAU GALLIE
MELBOURNE
VERO BEACH
FORT PIERCE
STUART
HOBE SOUND
W. PALM BEACH
LAKE WORTH
DELRAY BEACH
BOCA RATON
FORT LAUDERDALE
HOLLYWOOD
MIAMI
FLORIDA EAST COAST RAILWAY
N
S

Serving the **ENTIRE**
East Coast of Florida
direct scenic route along
the beautiful ocean shore.

Only
DOUBLE TRACK LINE
THROUGH FLORIDA

The East Coast of Florida is completely served by the Florida East Coast Railway, pioneer in its development and today a modern, progressive transportation system.

This is the only double track railroad through the state, by 60 miles the shortest rail route between Jacksonville and South Florida.

Because of its double track and other obvious advantages, the Florida East Coast Railway offers you a service superior in speed, comfort and safety to ALL points on the Florida East Coast. Its finely equipped streamlined diesel electric and steam powered trains are air-conditioned the year around.